\* \* \* \* \* \* \* \* \* \* \* \* \* \* WISN-TV (Milwaukee, WI)

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# ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> <u>ad</u> buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Candio	date/Issue	Demock	ATM SENA	TORIAL CAM	DEAIGN COM	NITTE
candid	Dates (if one folder is used per ate, a separate checklist must be eted for each flight)	10/2/	12-11/16	1/12		
					<u>Initials</u>	
1.	Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17	7)	Date:			
2.	Original contract showing requested time (when available)		Date:	8/13/12	£c_	
3.	Updated contracts as order changes.		Date:	9/20/12	<u>Qe</u>	
4.	Invoice of schedule as actually broadcas including amount of rebates given (exacdate, time, class of time and amount			10/2/12	EQ.	
	for each rebate), if any		Date:	W-		
		C	hecklist Comp	pleted:		
		Ву:	<del></del>			
		Date: _		·		

# CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	/ision	Alt Order	#
	939457	1	06262067	
Product				
DSCC-IE				
Contract Dates	Estimate #			
10/02/12 - 11/06/12	1533			
Advertiser	•		Original Date	/ Revision
Democratic Senatorial Ca	ampaign Com	mittee	08/03/12	/ 08/13/12
	Billing Cycle	Billing	Calendar	Cash/Trade
	EOM/EOC	Broado	cast	Cash
	<u>Station</u>	Accou	nt Executive	Sales Office
	WISN	Will Hi	ldebrandt	HRP -Washing
	Special Hand	ling		
	Demographic			
	Adults 35+			
	IDB#	Advert	iser Code	Product Code
	8091	49		53
	Agency Ref	•	Advertise	r Ref

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p :30 NM \$3,500,00 End Date Start Date Spots/Week <u>Weekdays</u> Rate Week: 10/01/12 10/07/12 -TWTF--2 \$350.00 2 Week: 10/08/12 10/14/12 -TWTF--\$350.00 Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 Week: 10/29/12 11/04/12 -TWTF--2 \$350.00 WISN 10/02/12 11/02/12 Late News 10PM 10-1030p :30 NM 15 \$24,000.00 Start Date **End Date** <u>Weekdays</u> Spots/Week <u>Rate</u> Week: 10/01/12 10/07/12 -TWTF--2 \$1,600,00 Week: 10/08/12 2 10/14/12 -TWTF--\$1,600.00 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600.00 Week: 10/22/12 10/28/12 3 -TWTF--\$1,600,00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,600.00 WISN 10/02/12 11/02/12 The View 10-11am :30 NM 14 \$7,000.00 Start Date End Date Weekdays Spots/Week Rate \$500.00 Week: 10/01/12 10/07/12 2 -TWTF--Week: 10/08/12 10/14/12 -TWTF--2 \$500.00 Week: 10/15/12 10/21/12 3 -TWTF--\$500.00 Week: 10/22/12 10/28/12 3 \$500.00 -TWTF--Week: 10/29/12 11/04/12 -TWTF--4 \$500.00 WISN 10/02/12 11/02/12 Late News 1030PM 1030p-11p .30 NM \$4,750.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--1 \$950.00 Week: 10/08/12 10/14/12 -TWTF--1 \$950.00 Week: 10/15/12 10/21/12 -TWTF--1 \$950.00 Week: 10/22/12 10/28/12 -TWTF--1 \$950.00 Week: 10/29/12 11/04/12 -TWTF--1 \$950.00 WISN 10/02/12 11/02/12 Nightline 11p-1130p :30 NM 8 \$6,000.00 Start Date End Date Spots/Week <u>Weekdays</u> Rate Week: 10/01/12 10/07/12 -TWTF--\$750.00 Week: 10/08/12 10/14/12 -TWTF--1 \$750.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Nolwithslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to slation. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

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Original Date / Revision 08/03/12 / 08/13/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 /	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	10	riginal Date / Revision

Democratic Senatorial Ca

				Dem	ocratic S	enatorial Ca		00/03/12	/ 00	113/12
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate	, -		11010	.,,,,,	pote	7 di iodile
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
N 6 WISN 10/02	/12 11/02/	12 ANDERSO	N COOPER	M-F 11A-12P		:30		- NI		<b>00.1-0</b>
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	14	\$3,150.00
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00				1		
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
N 7 WISN 10/09			V	12P-1P		:30		NM	8	\$2,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
N 8 WISN 10/02/				M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/13/12	10/21/12	-TWTF	2	\$400.00						
<del>-</del>	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
N 9 WISN 10/02/		•		3-4p		:30		NM	10	\$5,000.00
Start Date Week; 10/01/12	End Date 10/07/12	Weekdays	Spots/Week	Rate				l l		
Week: 10/08/12	10/07/12	-TWTF	2	\$500.00				l l		
Week: 10/15/12	10/14/12	-TWTF -TWTF	2	\$500.00						
Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2 2	\$500.00 \$500.00						
N 10 WISN 10/02/		· · · · · · · · · · · · · · · · · · ·		4P-5P		:30		NM	10	\$6,000.00
<u>Start Date</u> Week; 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/08/12	10/07/12	-TWTF	2 2	\$600.00						
Week: 10/15/12	10/14/12	-TWTF	2	\$600.00 \$600.00						
Week: 10/13/12 Week: 10/22/12	10/28/12	-TWTF	2	• • • • • • • • • • • • • • • • • • • •						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00 \$600.00						
N 11 WISN 10/02/ Start Date	12 11/02/1 End Date	2 News M-F	•	5-530pm		:30		NM	14	\$14,000.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$1,000.00				l		
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week; 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
N 12 WISN 10/02/						.00			. –	
Start Date	End Date	<ol><li>News M-F</li><li>Weekdays</li></ol>	Spots/Week	5-6A		:30		NM	15	\$5,250.00
Week: 10/01/12	10/07/12	-TWTF	2	<u>Rate</u> \$350.00						
Week; 10/08/12	10/14/12	-TWTF	3	\$350.00				1		
			-	, · · · ·				1		

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Contract / Revision Alt Order # 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 <u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 08/03/12 / 08/13/12

*Line Ch Start	Date End [	Date Descript	ion	04-45-47		Spots/				
Start Date	End Date	Weekdays	Spots/Week	Start/End Time	Days	Length Week	Rate	Type	Spots	Amount
Week: 10/15/12	10/21/12	-TWTF	3	<u>Rate</u> \$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00				ı		
N 13 WISN 10/02	2/12 11/02/	12 News M-F	- 6p	6-630pm		:30		NM	1.4	£16 000 00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		14141	14	\$16,800.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00				1		
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/29/12	10/28/12 11/04/12	-TWTF -TWTF	3	\$1,200.00						
N 14 WISN 10/02			3	\$1,200.00						
Start Date	/12 11/02/ End Date	12 News M-F Weekdays		6-7A		:30		NM	15	\$15,000.00
Week: 10/01/12	10/07/12	-TWTF	Spots/Week 2	<u>Rate</u> \$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00				Ī		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00				ļ		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00				ı		
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
N 15 WISN 10/02	/12 11/02/	12 Entertainn	nent Tonight	630p-7pm		:30			4.0	
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		NM	12	\$10,200.00
Week: 10/01/12	10/07/12	-TWTF	2	\$850.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$850.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$850.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	2	\$850.00						
	11/04/12	<del>-</del> TWTF	3	\$850.00						
N 16 WISN 10/02/			ning America	7-9a		:30		NM	21	\$21,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						,000.00
Week: 10/08/12	10/14/12	-TWTF	3 4	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00 \$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
N 17 WISN 10/02/	12 11/02/1	2 LIVE WITH	KELLYL	9-10am		-20				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	14	\$6,300.00
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00				1		
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12 Week: 10/29/12	10/28/12	-TWTF	3	\$450.00						
	11/04/12	-TWTF	44	\$450.00						
N 18 WISN 10/26/				Fri 9-10p		:30		NM	1	\$3,000.00
<u>Start Date</u> Week: 10/22/12	End Date 10/28/12	Weekdays 1	Spots/Week 1	Rate fa coo co						44,000.00
N 19 WISN 10/08/		· · · · · · · · · · · · · · · · · · ·	<u> </u>	\$3,000.00						
Start Date	12 11/05/1 <u>End Date</u>	2 Dancing <u>Weekdays</u>	Snota AMari	Prime Other		:30		NM	5	\$25,000.00
Week: 10/08/12	10/14/12	1	Spots/Week 1	<u>Rate</u> \$5,000.00						
Week: 10/15/12	10/21/12	1	1	\$5,000.00				- 1		
Week: 10/22/12	10/28/12	1	1	\$5,000.00				ſ		
Week: 10/29/12	11/04/12	1	1	\$5,000.00						
Week: 11/05/12	11/11/12	1	1	\$5,000.00						
								1		

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Alt Order # Contract / Revision 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 153**3** 

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 08/03/12 / 08/13/12

*Line Ch Start	Date End F	noto Dogarintia		01	_	Spots/	_			
Start Date	End Date	Weekdays		Start/End Time	Days	Length Week	Rate	Туре	Spots	Amount
N 20 WISN 10/22	The state of the s		Spots/Week	Rate						
Start Date	End Date	Weekdays	Spots/Week	Mon 9-10p Rate		:30		NM	2	\$8,000.00
Week: 10/22/12	10/28/12	1	1	\$4,000.00						
Week: 10/29/12	11/04/12	1	1	\$4,000.00						
N 21 WISN 10/06	/12 11/03/	12 Late News	Sa 10pm	10-1035p	···	:30		NM	5	\$3,000,00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		IAINI	ວ	\$3,000.00
Week: 10/01/12	10/07/12	1-	1	\$600.00				ı		
Week: 10/08/12	10/14/12	1-	1	\$600.00						
Week: 10/15/12	10/21/12	1-	1	\$600.00				İ		
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1- 1-	1	\$600.00						
			1	\$600.00						
N 22 WISN 10/13. Start Date	/12 10/13/ <u>End Date</u>		otball Game #2	230p-6p		:30		NM	1	\$6,500.00
Week: 10/08/12	10/14/12	<u>Weekdays</u> <b></b> -1-	Spots/Week 1	<u>Rate</u> \$6,500.00						
N 23 WISN 10/06										
Start Date	End Date	12 News Sa 6 Weekdays	Spots/Week	6-630pm		:30		NM	5	\$2,500.00
Week: 10/01/12	10/07/12	1-	1	<u>Rate</u> \$500.00						
Week: 10/08/12	10/14/12	1 <del>-</del>	1	\$500.00						
Week: 10/15/12	10/21/12	<del></del> 1-	1	\$500.00						
Week: 10/22/12	10/28/12	<b>-1</b> -	1	\$500.00						
Week: 10/29/12	11/04/12	1-	1	\$500.00				l		
N 24 WISN 10/13/		12 Sa 458-6a		456-6AM		:30		NM	4	\$800.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>					7	9000.00
Week: 10/08/12	10/14/12	1 <del>-</del>	1	\$200.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	1-	1	\$200.00						
Week: 10/29/12	10/28/12 11/04/12	<b></b> -1- - <b></b> -1-	1	\$200.00						
			1	\$200.00						
N 25 WISN 10/06/ Start Date			•	6-630pm		:30		NM	5	\$3,500.00
Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$700.00						
Week: 10/08/12	10/14/12	1-	1	\$700.00						
Week: 10/15/12	10/21/12	<b></b> -1-	1	\$700.00						
Week: 10/22/12	10/28/12	1 <del>-</del>	1	\$700.00						
Week: 10/29/12	11/04/12	<b>1-</b>	1	\$700.00						
N 26 WISN 10/06/	12 11/03/1	2 Sat GMA		6-7a		:30		NM	5	00.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		14101	5	\$3,000.00
Week: 10/01/12	10/07/12	1 <del>-</del>	1	\$600.00						
Week: 10/08/12	10/14/12	1-	1	\$600.00						
Week: 10/15/12	10/21/12	1-	1	\$600.00						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1 <del>-</del>	1	\$600.00						
N 27 WISN 10/20/				630p-7p		:30		NM	2	\$1,000.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1-	Spots/Week	Rate						
Week: 10/13/12	10/21/12	T-	0	\$500.00 \$0.00				į		
Week: 10/29/12	11/04/12	1-	1	\$0.00 \$500.00						
N 28 WISN 10/13/										
Start Date		Weekdays	Spots/Week	630-7p		:30		NM	2	\$2,000.00
<u> Jan Balo</u>	<u></u>	- roomays	OPOLITIVACEV	Rate				1		

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser Original Date / Revision

www.wisn.com	Democratic Senatorial Ca	08/03/12 / 08/ <sup>-</sup>	
	Spots/	***************************************	
*Line Ch Start Date End Date Description Start/Er		Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>R</u> Week: 10/08/12 10/14/121- 1 \$1,000	ate no		
Week: 10/15/12 10/21/12 0 \$0			
Week: 10/22/12 10/28/121- 1 \$1,000			
N 29 WISN 10/06/12 10/20/12 ABC Prime College Footbal 7-1030p	:30	NM 3	00 000 0
Start Date End Date Weekdays Spots/Week R	ate	NM 3	\$3,000.00
Week: 10/01/12 10/07/121- 1 \$1,000			
Week: 10/08/12 10/14/12 0 \$0	00		
Week: 10/15/12 10/21/122- 2 \$1,000	00		
N 30 WISN 10/13/12 11/03/12 News Sat 7-9a 7-9am	:30	NM 4	\$1,800.00
	ate .		+ -, - 0 0.00
Week: 10/08/12 10/14/121- 1 \$450			
Week: 10/15/12 10/21/121- 1 \$450 Week: 10/22/12 10/28/121- 1 \$450			
, , , , , , , , , , , , , , , , , , ,			
Q+00			
N 31 WISN 10/07/12 11/04/12 Late News 10pm 10p-1030 Start Date End Date Weekdays Spots/Week R		NM 5	\$8,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>R:</u> Week: 10/01/12 10/07/121 1 \$1,600	ate no		
Week: 10/08/12 10/14/121 1 \$1,600			
Week: 10/15/12 10/21/121 1 \$1,600			
Week: 10/22/12 10/28/121 1 \$1,600			
Week: 10/29/12 11/04/121 1 \$1,600.		ľ	
N 32 WISN 10/14/12 11/04/12 Late News SU 1030PM 1030p-11		NM 4	\$2,000.00
	ite	NM 4	\$3,800.00
Week: 10/08/12 10/14/121 1 \$950.			
Week: 10/15/12 10/21/121 1 \$950.	00		
Week: 10/22/12 10/28/121 1 \$950.			
Week: 10/29/12 11/04/121 1 \$950.	00		
N 33 WISN 10/14/12 11/04/12 Su 458-6a 458-6AM	:30	NM 4	\$800,00
Start Date End Date Weekdays Spots/Week R:		ļ	
Week: 10/08/12 10/14/121 1 \$200. Week: 10/15/12 10/21/121 1 \$200.			
Week: 10/22/12 10/28/121 1 \$200. Week: 10/29/12 11/04/121 1 \$200.			
	:30	NM 5	\$2,500.00
<u>Start Date End Date Weekdays Spots/Week</u> Ra Week: 10/01/12 10/07/121 1 \$500.			
Week: 10/08/12 10/14/121 1 \$500.			
Week: 10/15/12 10/21/121 1 \$500.			
Week: 10/22/12 10/28/121 1 \$500.			
Week: 10/29/12 11/04/121 1 \$500.	00		
N 35 WISN 10/07/12 11/04/12 Sun GMA 6-7a	:30	NM 5	\$2,000.00
Start Date End Date Weekdays Spots/Week Ra		1400	Ψ <b>2</b> ,000.00
Week: 10/01/12 10/07/121 1 \$400.			
Week: 10/08/12 10/14/121 1 \$400.	00		
Week: 10/15/12 10/21/121 1 \$400.	00		
Week: 10/22/12 10/28/121 1 \$400.			
Week: 10/29/12 11/04/121 1 \$400.	00		
N 36 WISN 10/21/12 10/21/12 Once Sun 7-8p	:30	NM 1	\$2,500.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 /	Alt Order # 06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533
Advertiser	Or	iginal Date / Revision

www.wisn.com	-	Democratic Senatorial Ca	08/03/-	2 / Kev	<u>ISION</u> 3/13/12
		omodiano donatoriar da			
*Line Ch Start Date End Date Description	Start/End Tin	Spots ne Days Length Week		Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/121 1	<u>Rate</u> \$2,500.00				
N 37 WISN 10/07/12 11/04/12 News Sun 7-9a 7	<sup>7</sup> -9am	:30	NM	5	\$2,000.00
Start Date End Date Weekdays Spots/Week	Rate				, , , , , , , ,
Week: 10/01/12	\$400.00				
Week: 10/15/12 10/21/121 1	\$400.00 \$400.00				
Week: 10/22/12 10/28/121 1	\$400.00				
Week: 10/29/12 11/04/121 1	\$400.00				
N 38 WISN 10/14/12 11/04/12 This Week With George Step9		:30	NM	2	\$2,000.00
Start Date End Date Weekdays Spots/Week	Rate	.00	1.4[9]		\$2,000.00
Week: 10/08/12 10/14/121 1	\$1,000.00				
Week: 10/15/12 10/21/12 0	\$0.00				
Week: 10/22/12 10/28/12 0	\$0.00				
Week: 10/29/12 11/04/121 1	\$1,000.00				
	Fue 7-8p	:30	NM	2	\$10,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/12 -1 1	<u>Rate</u> \$5,000.00				
Week: 10/15/12 10/21/12 0	\$0.00				
Week: 10/22/12 10/28/12 -1 1	\$5,000.00				
N 40 WISN 10/02/12 10/09/12 HappyEnd T	Tue 8-9p	:30	NM	2	\$5,000.00
Start Date End Date Weekdays Spots/Week	Rate			_	45,000.00
Week: 10/01/12 10/07/12 -1 1	\$2,500.00				
Week: 10/08/12 10/14/12 -1 1	\$2,500.00				
	Tue 9-10p	:30	NM	3	\$6,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12 -1 1	<u>Rate</u> \$2,200.00				
Week: 10/08/12 10/14/12 0	\$0.00				
Week: 10/15/12 10/21/12 -1 1	\$2,200.00				
Week: 10/22/12 10/28/12 0	\$0.00				
Week: 10/29/12 11/04/12 -1 1	\$2,200.00				
	Tue 8-9p	:30	NM	3	\$9,000.00
Start Date End Date Weekdays Spots/Week	Rate				
Week: 10/15/12 10/21/12 -1 1 Week: 10/22/12 10/28/12 -1 1	\$3,000.00			-	
Week: 10/29/12 11/04/12 -1 1	\$3,000.00 \$3,000.00				
		-00			
Start Date End Date Weekdays Spots/Week	230p-6p <u>Rate</u>	:30	NM	1	\$7,000.00
Week: 10/22/12 10/28/121- 1	\$7,000.00				
N 44 WISN 11/03/12 11/03/12 ABC Prime College Footbal 7	7-1030p	:30	NM	2	\$2,600.00
Start Date	<u>Rate</u>			_	Ψ2,000.00
Week: 10/29/12 11/04/122- 2	\$1,300.00				
	9-930A	:30	NM	2	\$450.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/122 2	<u>Rate</u>				
	\$225.00				
N 46 WISN 10/22/12 10/22/12 General Hospital 2 Start Date End Date Weekdays Spots/Week	2-3pm/1-2p	:30	NM	1	\$350.00
Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$350.00				
	2-3pm/1-2p	:30	N FR A	۱ ،	6050.00
Z	- Opini 1-2p	.50	NM	1	\$350.00

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	Contract / Revision	Alt Order #
	939457 /	06262067
Contract Dates	Product	Estimate #
10/02/12 - 11/06/12	DSCC-IE	1533

Advertiser Original Date / Revision 08/03/12 / 08/13/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$350.00						
N 48 WISN 10/15	/12 11/05/ <sup>-</sup>	12 Late News	10PM	10-1030p		:30		NM	4	\$6,400.00
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12 Week: 11/05/12	11/04/12 11/11/12	1	1	\$1,600.00 \$1,600.00						
		12 The View	I			.30			4	## 000 00
N 49 WISN 10/15 Start Date	End Date	Weekdays	Spots/Week	10-11am Rate		:30		NM	4	\$2,000.00
Week: 10/15/12	10/21/12	1	1	\$500.00				1		
Week: 10/22/12	10/28/12	1	1	\$500.00				- 1		
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
N 50 WISN 11/06				10-11am		:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u> -1	Spots/Week	Rate				- 1		
Week: 11/05/12	11/11/12		1	\$500.00					_	
N 51 WISN 10/15	/12 11/05/ <sup>-</sup> End Date		N COOPER	M-F 11A-12P		:30		NM	4	\$900.00
<u>Start Date</u> Week: 10/15/12	10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$225.00						
Week: 10/22/12	10/28/12	1	1	\$225.00						
Week: 10/29/12	11/04/12	1	1	\$225.00						
Week: 11/05/12	11/11/12	1	1	\$225.00						
N 52 WISN 10/29	/12 11/05/	12 3-4p		3-4p		:30		NM	2	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/29/12	11/04/12	1	1	\$500.00						
Week: 11/05/12	11/11/12	1	1	\$500.00						
N 53 WISN 11/06.		12 3-4p <u>Weekdays</u>	Contablesia	3-4p		:30		NM	1	\$500.00
<u>Start Date</u> Week: 11/05/12	End Date 11/11/12	-1	Spots/Week 1	<u>Rate</u> \$500.00						
N 54 WISN 10/29				4P-5P		:30		NM	2	\$1,200.00
<u>Start Date</u> Week: 10/29/12	<u>End Date</u> 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$600.00						
Week: 11/05/12	11/11/12	1	1	\$600.00						
N 55 WISN 10/15		-		5-530pm		:30		NIM		£4.000.00
Start Date	End Date	Weekdays	Spots/Week	n-poopin Rate		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
N 56 WISN 10/15				5-6A		:30		NM	4	\$1,400.00
Start Date	End Date	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$350.00 \$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	_ 1	1	\$350.00						
N 57 WISN 10/08		12 News M-F	-fin	6-630pm		:30		NM	5	\$6,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		1 4141	J	00,000,00
Week: 10/08/12	10/14/12	1	1	\$1,200.00						

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Totals

	Contract / Revision 939457 /	Alt Order # 06262067	
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533	
Advertiser  Democratic Senatorial Ca		Original Date / Revision	

Totals

350

\$321,650.00

*Line Ch Start	Date End [	Date Descript	ion	Start/End Time	Days	Spots/ Length Week	Rate	Types	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1,7,5-4	эрол	, arrount
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00				ŀ		
Week: 10/29/12 Week: 11/05/12	11/04/12	1	1	\$1,200.00						
	11/11/12	1	1	\$1,200.00						
N 58 WISN 10/15				6-7A		:30		MM	4	\$4,000.00
Start Date Week: 10/15/12	End Date 10/21/12	Weekdays 1	Spots/Week	Rate				i		
Week: 10/13/12	10/21/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00 \$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00				ľ		
N 59 WISN 11/06		12 News M-F	. 6 -							
Start Date	End Date	Weekdays	Spots/Week	6-7A Rate		:30		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	-1 <del>-</del>	<u>300(374Veek</u>	\$1,000.00						
N 60 WISN 10/22	/12 11/05/	12 Entertainr	nent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						Ψ2,000.00
Week: 10/22/12	10/28/12	1	1	\$850.00						
Week: 10/29/12	11/04/12	1	1	\$850.00				İ		
Week: 11/05/12	11/11/12	1	11	\$850.00						
N 61 WISN 10/08	/12 11/05/	12 Good Mor	ning America	7-9a		:30	•	NM	5	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				,	Ŭ	\$5,000.00
Week: 10/08/12	10/14/12	1	1	\$1,000.00				1		
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
N 62 WISN 11/06			ning America	7-9a		:30		NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				- 1	-	71,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00				.		
N 63 WISN 10/15/				9-10am		:30		NM	4	\$1,800.00
Start Date Week: 10/15/12	End Date	Weekdays	Spots/Week	Rate						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$450.00						
Week: 10/22/12 Week: 10/29/12	11/04/12	1	1	\$450.00						
Week: 11/05/12	11/04/12	1	1	\$450.00						
**CGX. 11/00/12	11/11/12	4	<u> </u>	\$450.00						

Time Period # of Spots **Gross Amount** Net Amount 10/01/12 - 10/28/12 249 \$231,950.00 \$197,157.50 10/29/12 -11/06/12 101 \$89,700.00 \$76,245.00

\$273,402.50

Signature: Da	ate:
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\$321,650.00

350

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### TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

### 1. **BILLING AND PAYMENTS**

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

### **TERMINATION**

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

### **OMISSION OF BROADCAST** 3.

If, as a result of an act of God, *force* majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be watched as a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be watched; (ii) if a material state broadcast is mitted, a later broadcast shall be watched by the state of the omitted broadcast is all be watched. part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

### 4. **PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

### 5. **FIXED RATE PURCHASES**

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

### 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including Agency and Advertiser will jointly and severally indemnity and nord narmiess station from and against all claims, demands, debts, obligations of charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

### **CONSEQUENTIAL DAMAGES** 8.

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

### 9. **GENERAL**

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the face hereof.

(b) The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercials and other property furnished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in connection with broadcasts except after its prior approval.
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- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

# CONTRACT

2



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

**Great American Media** 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Contract / Revision Alt Order# 939457 06262067 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Advertiser Original Date / Revision Democratic Senatorial Campaign Committee 09/18/12 / 09/18/12 Billing Cycle Billing Calendar

Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingto Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 53 Agency Ref Advertiser Ref

						Spots/				
*Line Ch Start	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
1 WISN 10/02	/12 11/02/ <sup>-</sup>	12 General He	ospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						, ,
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00				İ		
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
2 WISN 10/02	/12 11/02/ <sup>-</sup>	12 Late News	10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
3 WISN 10/02	/12 11/02/ <sup>-</sup>	12 The View		10-11am		:30		NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF <b></b>	3	\$500.00				l		
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00				1		
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
4 WISN 10/02	/12 11/02/ <sup>-</sup>	12 Late News	1030PM	1030p-11p		:30		NM	5	\$4,750.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00				l		
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00				- 1		
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02	/12 11/02/ <sup>-</sup>	12 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						
								-		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station like amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 939457 06262067 / 1 Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1**5**33

Original Date / Revision <u>Advertiser</u> 09/18/12 / 09/18/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start I	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						-
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00						
6 WISN 10/02/		12 ANDERSO	N COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	-TWTF	2	\$225.00						
Week: 10/15/12 Week: 10/22/12	=	-TWTF	3	\$225.00						
Week: 10/29/12	10/28/12 11/04/12	-TWTF -TWTF	3 4	\$225.00 \$225.00						
7 WISN 10/09/				12P-1P		:30		NM	8	\$2,400.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$300.00						
Week: 10/15/12	10/14/12	-TWTF	2	\$300.00				- 1		
Week: 10/13/12	10/21/12	-TWTF	2	\$300.00				l		
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00				ı		
·						.00			4.0	
8 WISN 10/02/ Start Date	/12 11/02/ End Date			M-F 2-3P		:30		NM	10	\$4,000.00
Week: 10/01/12	10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00				Į.		
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00				- 1		
9 WISN 10/02/				3-4p		:30		NM	10	\$5,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						40,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00				ŀ		
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00				į		
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00						
10 WISN 10/02/	/12 11/02/	12 DR. OZ		4P-5P		:30		NM	10	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						•
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02			•	5-530pm		:30		NM	14	\$14,000.00
Start Date		<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12 Week: 10/15/12	10/14/12 10/21/12	-TWTF -TWTF	3	\$1,000.00 \$1,000.00				Į		
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	3 3	\$1,000.00 \$1,000.00				-		
Week: 10/22/12 Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00				i		
12 WISN 10/02				5-6A		:30		NM	15	\$5,250.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$350.00						
Week: 10/08/12	10/07/12	-TWTF	3	\$350.00 \$350.00						
**CCR. 10/00/12	10/14/12	1 11 1 1	3	φυυσ.συ				1		

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order # 939457 / 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision Democratic Senatorial Ca 09/18/12 / 09/18/12

						Spots/				
*Line Ch Start Dat	te End Dat	te Description		Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
	nd Date	Weekdays	Spots/Week	Rate					********	
	0/21/12	-TWTF	3	\$350.00						
		-TWTF	3	\$350.00						
	1/04/12	-TWTF	4	\$350.00						
13 WISN 10/02/12	11/02/12	•		6-630pm		:30		NM	14	\$16,800.00
	<u>ind Date</u> 0/07/12	Weekdays -TWTF	Spots/Week 2	<u>Rate</u> \$1,200.00						
	0/14/12	-TWTF	3	\$1,200.00 \$1,200.00						
	0/21/12	-TWTF	3	\$1,200.00				ı		
	0/28/12	-TWTF	3	\$1,200.00						
	1/04/12	-TWTF	3	\$1,200.00				1		
14 WISN 10/02/12	11/02/12			6-7A		:30		NM	45	£45 000 00
		Weekdays	Spots/Week	Rate		.50		INIVI	15	\$15,000.00
	0/07/12	-TWTF	2	\$1,000.00				i		
	0/14/12	-TWTF	3	\$1,000.00						
	0/21/12	-TWTF	3	\$1,000.00						
	0/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12 1	1/04/12	-TWTF	4	\$1,000.00				1		
15 WISN 10/02/12	11/02/12	Entertainmer	nt Tonight	630p-7pm		:30		NM	12	\$10,200.00
		<u>Weekdays</u>	Spots/Week	<u>Rate</u>				ŀ		•
	0/07/12	-TWTF	2	\$850.00				l		
	0/14/12	-TWTF	2	\$850.00						
	0/21/12	-TWTF	3	\$850.00				l		
	0/28/12	-TWTF	2	\$850.00						
Week: 10/29/12 1	1/04/12	-TWTF	3	\$850.00						
16 WISN 10/02/12	11/02/12			7-9a		:30		NM	21	\$21,000.00
	nd Date	Weekdays	Spots/Week	<u>Rate</u>						
	0/07/12 0/14/12	-TWTF	3	\$1,000.00						
	0/14/12	-TWTF -TWTF	4	\$1,000.00						
	0/21/12	-TWTF	4	\$1,000.00						
	1/04/12	-TWTF	5 5	\$1,000.00				ı		
				\$1,000.00						
17 WISN 10/02/12	11/02/12			9-10am		:30		NM	14	\$6,300.00
	<u>ind Date</u> 0/07/12	Weekdays -TWTF	Spots/Week 2	<u>Rate</u> \$450.00						
	0/14/12	-TWTF	2	\$450.00 \$450.00						
	0/14/12	-TWTF	3	\$450.00 \$450.00						
	0/28/12	-TWTF	3	\$450.00 \$450.00				l		
	1/04/12	-TWTF	4	\$450.00						
18 WISN 10/26/12		***************************************		Fri 9-10p		:30		NM	1	\$3,000.00
		<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	
	0/28/12	1	1	\$3,000.00						
19 WISN 10/08/12				Prime Other		:30		NM	5	\$25,000.00
		Weekdays	Spots/Week	<u>Rate</u>						
	0/14/12	1	1	\$5,000.00						
	0/21/12	1	1	\$5,000.00				1		
Week: 10/22/12 1	0/28/12	1	1	\$5,000.00				J		

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759 N. 19th Street Milwaukee, WI 53233

Contract / Revision Alt Order# 939457 06262067 / 1 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1**5**33

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Spot Ch</u> <u>Date</u> Range <u>Description</u>	Rate Start/End Time	Weekdays Length Rate	Туре	· · · · · ·
3 WISN 10/22/12-10/28/12 Dancing See MG 19.6	Prime Other	M:30 \$5,000.00	NM	
6 WISN 10/22/12-10/28/12 Dancing  → MG for 19.3 10/22	Mon 7-8p	M :30 \$5,000.00	NM	
Week: 10/29/12 11/04/12 1 1	\$5,000.00			
N 20 WISN 10/22/12 10/29/12 Castle	\$5,000.00 Mon 9-10p	:30	NM 1	\$4,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12         1         1	<u>Rate</u> \$4,000.00			* 1,000.00
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 W/SN 10/22/12-10/28/12 Castle	Start/End Time Mon 9-10p	<u>Weekdays Length Rate</u> M :30 \$4,000.00	<u>Type</u> NM	
Credited Week: 10/29/12 11/04/12 1 1	\$4,000.00			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM 5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$600,00			
Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1	\$600.00 \$600.00			
Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1	\$600.00 \$600.00			
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM 1	\$6,500.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/08/12         10/14/12        1-         1	<u>Rate</u> \$6,500.00			<b>4</b> 2,000.00
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$2,500.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$500.00			
Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1	\$500.00 \$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00		i.	
24 WISN 10/13/12 11/03/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> Spots/Week	456-6AM	:30	NM 4	\$800.00
Week: 10/08/12 10/14/121 1	<u>Rate</u> \$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00			
Week: 10/22/12 10/28/121- 1 Week: 10/29/12 11/04/121- 1	\$200.00 \$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121 1	<u>Rate</u> \$700.00		-	00,000.00
Week: 10/08/12 10/14/121- 1	\$700.00			
Week: 10/15/12 10/21/121- 1	\$700.00			
Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA Start Date End Date Weekdays Spots/Week	6-7a	:30	NM 5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			

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specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 06262067 / 1

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start	Date End D	ate Descriptio	n	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		<del>-</del>				
Week: 10/22/12	10/28/12	1-	1	\$600.00				ļ		
Week: 10/29/12	11/04/12	1-	11	\$600.00						
27 WISN 10/20				630p-7p		:30		NM	2	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12 Week: 10/22/12	10/21/12	1-	1	\$500.00						
Week: 10/29/12	10/28/12 11/04/12	1 <u>-</u>	0 1	\$0.00 \$500.00						
28 WISN 10/13									_	
Start Date	/12 10/27/ <sup>-</sup> <u>End Date</u>	12 Sat 630-7p <u>Weekdays</u>	Spots/Week	630-7p Rate		:30		NM	2	\$2,000.00
Week: 10/08/12	10/14/12	1-	<u>30013/44eek</u> 1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
29 WISN 10/06	/12 10/20/	12 ABC Prime	College Footbal	7-1030p		:30		NM	3	\$3,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					•	ψο,οοο.οο
Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/13/				7-9am		:30		NM	4	\$1,800.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1-	Spots/Week	Rate						
Week: 10/15/12	10/14/12	1-	1	\$450.00 \$450.00						
Week: 10/13/12	10/28/12	1-	1	\$450.00						
Week: 10/29/12	11/04/12	1-	1	\$450.00						
31 WISN 10/07/		12 Late News	10pm	10p-1030p		:30		NM	5	#8 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		17111	3	\$8,000.00
Week: 10/01/12	10/07/12	1	1	\$1,600.00						
Week: 10/08/12	10/14/12	1	1	\$1,600.00						
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00		W				
32 WISN 10/14/			SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	Weekdays 1	Spots/Week	<u>Rate</u> \$950.00						
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14/	/12 11/04/	12 Su 458-6a		458-6AM	···	:30		NM	4	\$800.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		, ,,,,,,	7	\$600.00
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07/			•	530-6p		:30		NM	5	\$2,500.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week	Rate \$500.00						
Week: 10/08/12	10/07/12	1	1	\$500.00 \$500.00						
Week: 10/05/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00						
				•				L		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 939457 06262067 Product Estimate #

Contract Dates 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 09/18/12 Democratic Senatorial Ca / 09/18/12

						Spo	ts/			
*Line Ch Start	Date End D	ate Description	n	Start/End Time	Days	Length Wee		Type S	Spots	Amount
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$500.00			1000			
35 WISN 10/07		12 Sun GMA		6-7a		:30		N18.8	-	*******
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	<b>1</b>	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	11	\$400.00						
36 WISN 10/21				Sun 7-8p		:30		NM	1	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>					•	42,000.00
Week: 10/15/12	10/21/12	1	1	\$2,500.00						
37 WISN 10/07				7-9am		:30		NM	5	\$2,000.00
<u>Start Date</u> Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/07/12	~=== <u>\</u>	1	\$400.00						
Week: 10/15/12	10/14/12 10/21/12	1 1	1	\$400.00						
Week; 10/22/12	10/21/12	<u>-</u> 1	1	\$400.00						
Week: 10/29/12	11/04/12	<u>-</u> 1	1	\$400.00 \$400.00						
38 WISN 10/14/	***************************************									
Start Date	End Date	Weekdays	With George Ste Spots/Week			:30		NM	2	\$2,000.00
Week; 10/08/12	10/14/12	1	<u>30013/4466K</u>	<u>Rate</u> \$1,000.00						
Week: 10/15/12	10/21/12		Ö	\$0.00						
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	1	1	\$1.000.00						
39 WISN 10/09/	/12 10/23/1	12 DanceResu	Ifs	Tue 7-8p		:30		NM	2	£40.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		IAIA	2	\$10,000.00
Week: 10/08/12	10/14/12	-1	1	\$5,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	-1 <b>-</b>	1	\$5,000.00						
40 WISN 10/02/	12 10/09/1	i2 HappyEnd		Tue 8-9p		:30		NM	2	\$5,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					_	40,000.00
Week: 10/01/12	10/07/12	-1	1	\$2,500.00						
Week: 10/08/12	10/14/12	-1	11	\$2,500.00						
N 41 WISN 10/02/				Tue 9-10p		:30		NM	2	\$4,400.00
Start Date Week: 10/01/12	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/07/12 10/14/12	-1	1	\$2,200.00				ı		
Week: 10/15/12	10/14/12	-1	0	\$0.00						
	te Range	Description	1	\$2,200.00	Manhalas					
		/12 PrivatePra	•	Start/End Time Tue 9-10p	Weekday		Rate	<u>Type</u>		
Credited		72 1 7774(6) 746	,,,,,,	rue 3-rop	- i u	:30	\$ <del>2,200.00</del>	NM		
Week: 10/22/12	10/28/12	<b>-</b>	0	\$0.00						
Week: 10/29/12	11/04/12	-1	1	\$2,200.00						
N 42 WISN 10/16/	12 10/30/1	2 HappyEnd		Tue 8-9p		:30		NA	2	\$0.000.00
Start Date		Weekdays	Spots/Week	Rate		.JŲ		NM	2	\$6,000.00
Week: 10/15/12	10/21/12	-1	1	\$3,000.00						
	te Range	Description		Start/End Time	Weekday	<u>/s Length</u>	Rate	Туре		
	15/12-10/21/	'12 HappyEnd		Tue 8-9p	-Tu		\$3,000.00	NM		
Credited								- [		
								-		

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Hearst television inc, does not discriminate in the sale of advertising lime, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 06262067 / 1

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 09/18/12 / 09/18/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12         -1         1           Week: 10/29/12         11/04/12         -1         1	<u>Rate</u> \$3,000.00 \$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game #2  Start Date	230p-6p <u>Rate</u> \$7,000.00	:30	NM ·	\$7,000.00
44       WISN 11/03/12       11/03/12       ABC Prime College Footba         Start Date       End Date       Weekdays       Spots/Week         Week: 10/29/12       11/04/12      2       2	7-1030p <u>Rate</u> \$1,300.00	:30	NM 2	\$2,600.00
45 WISN 10/28/12 10/28/12 Sun 9-930A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/122 2	9-930A <u>Rate</u> \$225.00	:30	NM 2	\$450.00
46 WISN 10/22/12 10/22/12 General Hospital <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	2-3pm/1-2p <u>Rate</u> \$350.00	:30	NM	\$350.00
47 WISN 11/06/12 11/06/12 General Hospital  Start Date End Date Weekdays Spots/Week  Week: 11/05/12 11/11/12 -1 1	2-3pm/1-2p <u>Rate</u> \$350.00	:30	NM	\$350.00
48 WISN 10/15/12 11/05/12 Late News 10PM  Start Date End Date Weekdays Spots/Week  Week: 10/15/12 10/21/12 1 1  Week: 10/29/12 11/04/12 1 1  Week: 11/05/12 11/11/12 1 1	10-1030p <u>Rate</u> \$1,600.00 \$1,600.00 \$1,600.00 \$1,600.00	:30	NM 4	\$6,400.00
49 WISN 10/15/12     11/05/12     The View       Start Date     End Date     Weekdays     Spots/Week       Week: 10/15/12     10/21/12     1     1       Week: 10/22/12     10/28/12     1     1       Week: 10/29/12     11/04/12     1     1       Week: 11/05/12     11/11/12     1     1	10-11am <u>Rate</u> \$500.00 \$500.00 \$500.00 \$500.00	:30	NM 4	\$2,000.00
50 WISN 11/06/12 11/06/12 The View  Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	10-11am <u>Rate</u> \$500.00	:30	NM	\$500.00
51 WISN 10/15/12       11/05/12       ANDERSON COOPER         Start Date       End Date       Weekdays       Spots/Week         Week: 10/15/12       10/21/12       1       1         Week: 10/22/12       10/28/12       1       1         Week: 10/29/12       11/04/12       1       1         Week: 11/05/12       11/11/12       1       1	M-F 11A-12P Rate \$225.00 \$225.00 \$225.00 \$225.00	:30	NM 4	\$900.00
52 WISN 10/29/12       11/05/12       3-4p         Start Date       End Date       Weekdays       Spots/Week         Week: 10/29/12       11/04/12       1       1         Week: 11/05/12       11/11/12       1       1	3-4p <u>Rate</u> \$500.00 \$500.00	:30	NM 2	\$1,000.00
53 WISN 11/06/12 11/06/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	3-4p <u>Rate</u> \$500.00	:30	NM	\$500.00
54 WISN 10/29/12       11/05/12       DR. OZ         Start Date       End Date       Weekdays       Spots/Week         Week: 10/29/12       11/04/12       1       1	4P-5P <u>Rate</u> \$600.00	:30	NM 2	\$1,200.00

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Contract / Revision Alt Order # 939457 06262067 / 1 Contract Dates Product Estimate # DSCC-IE 10/02/12 - 11/06/12 1533

Original Date / Revision Advertiser Democratic Senatorial Ca 09/18/12 / 09/18/12

						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	TypeS	pots	Amount
Start Date Week: 11/05/12	End Date 11/11/12	Weekdays	Spots/Week 1	<u>Rate</u> \$600.00						
55 WISN 10/15			· · · · · · · · · · · · · · · · · · ·	5-530pm		:30		NM	4	£4.000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		IVIVI	4	\$4,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00				- 1		
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00				l		
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15			· ·	5-6A		:30		NM	4	\$1,400.00
<u>Start Date</u> Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$350.00						
Week: 10/13/12	10/21/12	1	1	\$350.00				1		
Week: 10/29/12	11/04/12	1	1	\$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08	/12 11/05/	12 News M-F	6p	6-630pm		:30		NM	5	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						,
Week: 10/08/12	10/14/12	1	1	\$1,200.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$1,200.00 \$1,200.00						
Week: 10/22/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00				1		
58 WISN 10/15	/12 11/05/	12 News M-F	6a	6-7A		:30		NM	4	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		1777	7	Ψ+,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00				- 1		
Week: 11/05/12	11/11/12	1	1	\$1,000.00		·				
59 WISN 11/06				6-7A		:30		NM	1	\$1,000.00
Start Date Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week 1	<u>Rate</u> \$1,000.00				Į.		
60 WISN 10/22			nent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		''''	9	φ2,550.00
Week: 10/22/12	10/28/12	1	1	\$850.00				1		
Week: 10/29/12	11/04/12	1	1	\$850.00						
Week: 11/05/12	11/11/12	1	11	\$850.00						
61 WISN 10/08			ning America	7-9a		:30		NM	5	\$5,000.00
<u>Start Date</u> Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	<u>Rate</u> \$1,000.00						
Week: 10/15/12	10/14/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
62 WISN 11/06	/12 11/06/	12 Good Mor	ning America	7-9a		:30		NM	1	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
63 WISN 10/15				9-10am		:30		NM	4	\$1,800.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$450.00						
Week: 10/22/12	10/21/12	1	1	\$450.00						
· - · - · · -		* *	•					i		

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	Contract / Revis	sion 1	Alt Order # 06262067	
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE	•	Estimate #	
Advertiser Democratic Senatorial			iginal Date / Revision 09/18/12 / 09/18/12	

Spots/ \*Line Ch Start Date End Date Description Start/End Time Length Week Days Type Spots Rate Amount Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 \$450.00 1----1 Week: 11/05/12 11/11/12 1----1 \$450.00 347 \$312,450.00 Totals

Time Period # of Spots **Gross Amount** Net Amount 10/01/12 -10/28/12 246 \$222,750.00 \$189,337.50 10/29/12 -11/06/12 101 \$89,700.00 \$76,245.00 Totals 347 \$312,450.00 \$265,582.50

Signature:	Date:

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# TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

### BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

### 2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

### 3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonable, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

### 4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

### 5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory at no additional charge therefor.

## 6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

### 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf hold harmless Agency and Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any

### 8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

### GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b) The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercia
naterials and other property furnished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts except after its prior approval.

- Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

# CONTRACT



759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

**Great American Media** 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

	Contract / Rev	/ision	Alt Order #	. "			
	939457	/ 2		06262067			
Product							
DSCC-IE							
Contract Dates	Estimate #						
10/02/12 - 11/06/12	1533						
Advertiser			Ori	ginal Date	Revision		
Democratic Senatorial Ca	mpaign Com	mittee	1	0/01/12	/ 10/01/12		
	Billing Cycle	Billing	Cal	endar	Cash/Trade		
	EOM/EOC	Broado	ast		Cash		
	Station	Ассоці	nt E	xecutive	Sales Office		
	WISN	Will Hildebrandt			HRP -Washingt		
	Special Handling						
	Domographia			<del></del> -			
	Demographic Adults 35+						
	Adults 55+						
	IDB#	Advert	iser	Code	Product Code		
	8091	49			53		
	Agency Ref			Advertiser	Ref		

Spots/ Ch Start Date End Date Description \*Line Start/End Time Days Length Week Rate Type Spots Amount WISN 10/02/12 11/02/12 General Hospital 2-3pm/1-2p NM \$3,500.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$350.00 Week: 10/08/12 10/14/12 -TWTF--2 \$350.00 Week: 10/15/12 10/21/12 -TWTF--2 \$350.00 Week: 10/22/12 10/28/12 -TWTF--2 \$350.00 Week: 10/29/12 11/04/12 -TWTF--2 \$350.00 WISN 10/02/12 Late News 10PM 10-1030p :30 NM 11/02/12 15 \$24,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/01/12 10/07/12 -TWTF--2 \$1,600.00 -TWTF--2 Week: 10/08/12 10/14/12 \$1,600.00 Week: 10/15/12 10/21/12 -TWTF--4 \$1,600.00 Week: 10/22/12 10/28/12 -TWTF--3 \$1,600.00 Week: 10/29/12 11/04/12 -TWTF--4 \$1,600.00 WISN 10/02/12 11/02/12 The View 10-11am :30 NM 14 \$7,000.00 End Date Weekdays Spots/Week Start Date Rate Week: 10/01/12 10/07/12 -TWTF--2 \$500.00 Week: 10/08/12 10/14/12 -TWTF--2 \$500.00 -TWTF--Week: 10/15/12 10/21/12 3 \$500.00 -TWTF--Week: 10/22/12 10/28/12 3 \$500.00 -TWTF--Week: 10/29/12 11/04/12 4 \$500.00 WISN 10/02/12 11/02/12 Late News 1030PM 1030p-11p :30 NM \$4,750.00 Start Date End Date Spots/Week <u>Weekdays</u> Rate Week: 10/01/12 -TWTF--10/07/12 1 \$950.00 Week: 10/08/12 10/14/12 -TWTF--\$950.00 1 Week: 10/15/12 10/21/12 -TWTF--1 \$950.00 Week: 10/22/12 10/28/12 -TWTF--1 \$950.00 Week: 10/29/12 11/04/12 -TWTF--1 \$950.00 WISN 10/02/12 11/02/12 Nightline 11p-1130p :30 NM 8 \$6,000.00 Spots/Week Start Date End Date Weekdays Rate Week: 10/01/12 10/07/12 -TWTF--\$750.00 1 Week: 10/08/12 -TWTF--10/14/12 1 \$750.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Contract / Revision Alt Order# 939457 / 2 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

Spots/

*1 : Ob Ot	D-1- E-15	N		0	Spots/			
		ate Descripti	on	Start/End Time	Days Length Week Rate	TypeS	pots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				
Week: 10/15/12	10/21/12	-TWT#	2	\$750.00				
Week: 10/22/12	10/28/12	-TWTF	2	\$750.00				
Week: 10/29/12	11/04/12	-TWTF	2	\$750.00				
6 WISN 10/02	/12 11/02/	12 ANDERSO	ON COOPER	M-F 11A-12P	:30	NM	14	\$3,150.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				,
Week: 10/01/12	10/07/12	-TWTF	2	\$225.00				
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00				
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00				
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00				
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00				
7 WISN 10/09/	/12 11/02/	12 THE CHE	N	12P-1P	:30	NM	8	\$2,400.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		, ,	•	02, 100.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00				
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00				
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00				
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00				
8 WISN 10/02	/12 11/02/	12 KATIE CC	URIC	M-F 2-3P	:30	NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		,,		Φ**,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00				
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00				
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00				
Week: 10/22/12	10/28/12	-TWT.F	2	\$400.00				
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00				
9 WISN 10/02/	/12 11/02/	12 3-4p		3-4p	:30	NM	10	\$5,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		, , , ,		40,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00				
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00				
Week: 10/15/12	10/21/12	-TWTF	2	\$500.00				
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00				
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00				
10 WISN 10/02/	/12 11/02/ <sup>-</sup>	12 DR. OZ		4P-5P	:30	NM	10	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		1 (11)		\$0,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00				
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00				
Week: 10/15/12	10/21/12	-TWT F	2	\$600.00				
Week: 10/22/12	10/28/12	-TWTF	2	\$600.00				
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00		į.		
11 WISN 10/02/	'12 11/02/	12 News M-F	5p	5-530pm	:30	NM	14	\$14,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		, , , ,		\$17,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00				
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00				
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00				
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00				
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00				
12 WISN 10/02/	'12 11/02/ <i>'</i>	12 News M-F	5a	5-6A	:30	NM	15	\$5,250.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<del>-</del>	, , , ,	. •	QQ,200.00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00				
Week: 10/08/12	10/14/12	-TWTF	3	\$350.00		1		

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Contract Agreement Between:

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 939457 06262067 Product Estimate#

Contract Dates 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

							Spots/				
*	Line Ch Start I	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	Type S	Spots	Amount
	Start Date	End Date	Weekdays	Spots/Week	Rate						
	Week: 10/15/12	10/21/12	-TWTF	3	\$350.00						
	Week: 10/22/12	10/28/12	-TWTF	3	\$350.00						
_	Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
	13 WISN 10/02/			•	6-630pm		:30		NM	14	\$16,800.00
,	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
	Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00				ı		
	Week: 10/08/12	10/14/12 10/21/12	-TWTF	3	\$1,200.00						
	Week: 10/15/12		-TWTF	3	\$1,200.00						
	Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF	3	\$1,200.00				1		
			-TWTF	3	\$1,200.00						
	14 WISN 10/02/				6-7A		:30		MM	15	\$15,000.00
,	<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	Rate						
	Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00 \$1,000.00						
	Week: 10/15/12	10/14/12	-TWTF	3 3	\$1,000.00						
	Week: 10/22/12	10/21/12	-TWTF	3	• •						
	Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00 \$1,000.00				ŀ		
	15 WISN 10/02/			nent Tonight	630p-7pm		:30		NM	12	\$10,200.00
1	<u>Start Date</u> Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$850.00						
	Week: 10/08/12	10/07/12	-TWTF	2	\$850.00						
	Week: 10/15/12	10/14/12	-TWTF	3	\$850.00						
	Week: 10/13/12 Week: 10/22/12	10/21/12	-TWTF	2	\$850.00						
	Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
_	16 WISN 10/02/								215.0	0.4	004 000 00
	Start Date	End Date	Weekdays	ning America Spots/Week	7-9a		:30		NM	21	\$21,000.00
1	Week: 10/01/12	10/07/12	-TWTF	<u>390(3/VVeek</u>	<u>Rate</u> \$1,000.00						
	Week: 10/08/12	10/14/12	-TWTF	4	\$1,000.00						
	Week: 10/15/12	10/21/12	-TWTF	4	\$1,000.00						
	Week: 10/22/12	10/28/12	-TWTF	5	\$1,000.00				- 1		
	Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00						
	17 WISN 10/02/				9-10am		:30		NM	1.4	<b>*</b> C 222 22
	Start Date	End Date	Weekdays	Spots/Week	Rate		.30		IAIAI	14	\$6,300.00
,	Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
	Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
	Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
	Week: 10/22/12	10/28/12	-TWTF	3	\$450.00						
,	Week: 10/29/12	11/04/12	-TWT F	4	\$450.00						
_	18 WISN 10/26/	12 10/26/	12 2020		Fri 9-10p		:30		NM	1	\$3,000.00
	Start Date	End Date	Weekdays	Spots/Week	Rate		100		1 4141	1	Ψ3,000.00
1	Week: 10/22/12	10/28/12	1	1	\$3,000.00				l		
	19 WISN 10/08/	/12 11/05/	12 Dancing		Prime Other		:30		NM	5	\$25,000.00
	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					ŭ	<del></del>
	Week: 10/08/12	10/14/12	1	1	\$5,000.00						
	Week: 10/15/12	10/21/12	1	1	\$5,000.00						
'	Week: 10/22/12	10/28/12	1	1	\$5,000.00						
									-		

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Contract / Revision Alt Order# 06262067 939457 / 2 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
3 W/SN 10/22/12-10/28/12 Dancing	Prime Other	M:30 \$ <del>5,000.00</del>	NM	
See MG 19.6				
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M :30 \$5,000.00	NM	
MG for 19.3 10/22	ee 000 00			
Week: 10/29/12	\$5,000.00 \$5,000.00			
			333.4	04.000.00
20 WISN 10/22/12 10/29/12 Castle Start Date End Date Weekdays Spots/Week	Mon 9-10p Rate	:30	NM 1	\$4,000.00
Week: 10/22/12 10/28/12 1 1	\$4,000.00		1	
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	Type	
1 W/SN 10/22/12-10/28/12 Castle	Mon 9-10p	M :30 \$4,000.00	NM	
Credited	•	·		
Week: 10/29/12 11/04/12 1 1	\$4,000.00			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm	10-1035p	:30	NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 10/01/12 10/07/121- 1	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00		ı	
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	NM 1	\$6,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$6,500.00			
		.20	NINA 5	AD 500 00
23 WISN 10/06/12 11/03/12 News Sa 6p-630p Start Date End Date Weekdays Spots/Week	6-630pm Rate	:30	NM 5	\$2,500.00
Week: 10/01/12 10/07/121- 1	\$500.00			
Week: 10/08/12 10/14/121- 1	\$500.00			
Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a	456-6AM	:30	NM 4	\$800.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			
Week: 10/08/12 10/14/121- 1	\$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00		ļ	
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$3,500.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00			
Week: 10/15/12 10/21/121- 1	\$700.00			
Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	\$3,000.00
Start Date End Date Weekdays Spots/Week	Rate	.53		40,000.00
Week: 10/01/12 10/07/121- 1	\$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00			

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Contract Agreement Between:

WISN
759 Milw
(414)

WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812 
 Contract / Revision
 Alt Order #

 939457 / 2
 06262067

 Contract Dates
 Product
 Estimate #

 10/02/12 - 11/06/12
 DSCC-IE
 1533

 Advertiser
 Original Date / Revision

 Democratic Senatorial Ca
 10/01/12 / 10/01/12

Spots/

						Spots/				
*Line Ch Start	Date End D	ate Description	n	Start/End Time	Days	Length Week	Rate	Type S	oots	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/22/12	10/28/12	1-	1	\$600.00						
Week: 10/29/12	11/04/12	1-	1	\$600.00						
27 WISN 10/20	/12 11/03/	12 SA 630-7p		630p-7p		:30		NM	2	\$1,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12	10/21/12	1-	1	\$500.00						
Week: 10/22/12	10/28/12		0	\$0.00				ļ		
Week: 10/29/12	11/04/12	1-	1	\$500.00						
28 WISN 10/13				630-7p		:30		NM	2	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/08/12	10/14/12	1-	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12	1-	1	\$1,000.00						
29 WISN 10/06		12 ABC Prime	College Footbal	7-1030p		:30		NM	3	\$3,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1-	1	\$1,000.00						
Week: 10/08/12	10/14/12		0	\$0.00						
Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
30 WISN 10/13				7-9am		:30		NM	4	\$1,800.00
Start Date Week: 10/08/12	End Date	<u>Weekdays</u> 1-	Spots/Week 1	Rate						
	10/14/12 10/21/12	1-	1	\$450.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	1-	1	\$450.00 \$450.00				1		
Week: 10/29/12	11/04/12	1-	1	\$450.00						
			10			.00		N IN A	-	<b>RD BOO OO</b>
31 WISN 10/07			•	10p-1030p		:30		NM	5	\$8,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$1,600.00				l		
Week: 10/08/12	10/14/12	1	1	\$1,600.00				1		
Week: 10/15/12	10/21/12	1	1	\$1,600.00						
Week: 10/22/12	10/28/12	1	1	\$1,600.00						
Week: 10/29/12	11/04/12	1	1	\$1,600.00						
32 WISN 10/14	/12 11/04/	12 Late News	SU 1030PM	1030p-11p		:30		NM	4	\$3,800.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		11111	7	Ψ3,000.00
Week: 10/08/12	10/14/12	<u>1</u>	1	\$950.00						
Week: 10/15/12	10/21/12	1	1	\$950.00						
Week: 10/22/12	10/28/12	1	1	\$950.00						
Week: 10/29/12	11/04/12	1	1	\$950.00						
33 WISN 10/14	/12 11/04/	12 Su 458-6a		458-6AM		:30		NM	4	\$800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	1	1	\$200.00						
Week: 10/15/12	10/21/12	1	1	\$200.00						
Week: 10/22/12	10/28/12	1	1	\$200.00						
Week: 10/29/12	11/04/12	1	1	\$200.00						
34 WISN 10/07	/12 11/04/	12 News Sun	530pm	530-6p	<u>-</u>	:30		NM	5	\$2,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1		
Week: 10/01/12	10/07/12	1	1	\$500.00						
Week: 10/08/12	10/14/12	1	1	\$500.00						
Week: 10/15/12	10/21/12	1	1	\$500.00						
Week: 10/22/12	10/28/12	1	1	\$500.00				l		

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Contract / Revision Alt Order # 06262067 939457 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision <u>Advertiser</u> 10/01/12 / 10/01/12 Democratic Senatorial Ca

*Line Ch Start	Data End D	esta Dascrintio	,	Start/End Time	Days	Spot Length Wee		TypeS	note	Amount
Start Date	End Date	Weekdays	Spots/Week	Rate	Days	Length Wee	n nate	1,700	pots	7 arrount
Week: 10/29/12	11/04/12	1	1	\$500.00						
35 WISN 10/07	/12 11/04/	12 Sun GMA		6-7a		:30		NM	5	\$2,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	1	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00				ŀ		
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	1 1	1	\$400.00 \$400.00						
<del></del>			ı .							
36 WISN 10/21			C4-00/I-	Sun 7-8p		:30		NM	1	\$2,500.00
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$2,500.00						
						.20		N In S	-	60 000 00
37 WISN 10/07. Start Date	/12 11/04/ End Date	12 News Sun 7 Weekdays	-9a Spots/Week	7-9am Rate		:30		NM	5	\$2,000.00
Week: 10/01/12	10/07/12	<u>vvccruays</u>	1	\$400.00						
Week: 10/08/12	10/14/12	1	1	\$400.00						
Week: 10/15/12	10/21/12	1	1	\$400.00						
Week: 10/22/12	10/28/12	1	1	\$400.00						
Week: 10/29/12	11/04/12	1	1	\$400.00						
38 WISN 10/14	/12 11/04/	12 This Week	With George Sto	ep930-1030am		:30		NM	2	\$2,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate					_	<b>+=,000</b> .00
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12	10/21/12		0	\$0.00						
Week: 10/22/12	10/28/12		0	\$0.00				1		
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
39 WISN 10/09		12 DanceResu	Its	Tue 7-8p		:30		NM	2	\$10,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/08/12	10/14/12	-1	1	\$5,000.00						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	-1	0	\$0.00 \$5,000.00						
			l						_	
N 40 WISN 10/02			CantaAtlant	Tue 8-9p		:30		NM	2	\$5,000.00
Start Date Week; 10/01/12	End Date 10/07/12	Weekdays -1	Spots/Week 1	<u>Rate</u> \$2,500.00						
	ate Range	Description	·	Start/End Time	Weekda	ıys <u>Length</u>	Rate	Type		
1 WISN 10				Tue 8-9p	-Tu		\$ <del>2.500.00</del>	NM		
See MG 4		, , <u> </u>			, -	.00	42,000.00			
		712 DWTS Res	ults	Tue 8-9p	-Tu	:30	\$2,500.00	NM		
MG for 40.	.1 10/02			ĺ						
Week: 10/08/12	10/14/12	-1	1	\$2,500.00						
41 WISN 10/02		12 PrivatePrac	tice	Tue 9-10p		:30		NM	2	\$4,400.00
	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/01/12	10/07/12	-1	1	\$2,200.00						
Week: 10/08/12	10/14/12	1	0	\$0.00						
Week: 10/15/12	10/21/12	-1	. 1	\$2,200.00	101c = 11		<b>!</b> -4-	ب <b>ا</b>		
	ate Range	<u>Description</u> //12 PrivatePrac	•	Start/End Time	Weekda -Tu		<u>Rate</u> <del>\$2.200.00</del>	<u>Type</u>		
2 VVISIV 10 Credited	#10#1Z-10#Z1	/12 FIIValeP180	uice	Tue 9-10p	- ı u	:30	<del>⊕∠,∠∪∪.∪∪</del>	NM		
Week: 10/22/12	10/28/12		0	\$0.00						
Week: 10/29/12	11/04/12	-1	1	\$2,200.00						
			•	+-1 v.v						

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst lelevision inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 1 06262067

Contract Dates Estimate # Product 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
42 WISN 10/16/12 10/30/12 HappyEnd  Start Date End Date Weekdays Spots/Week  Week: 10/15/12 10/21/12 -1 1  Spot Ch Date Range Description	Tue 8-9p <u>Rate</u> \$3,000.00 <u>Start/End Time</u>	:30 <u>Weekdays Length</u> <u>Rate</u>	NM 2	\$6,000.00
1 WISN 10/15/12-10/21/12 HappyEnd Credited Week: 10/22/12 10/28/12 -1 1 Week: 10/29/12 11/04/12 -1 1	Tue 8-9p \$3,000.00 \$3,000.00	-Tu :30 \$ <del>3,000.00</del>	NM	
43 WISN 10/27/12 10/27/12 College Football Game #2 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121- 1	230p-6p <u>Rate</u> \$7,000.00	:30	NM 1	\$7,000.00
44 WISN 11/03/12 11/03/12 ABC Prime College Footba  Start Date End Date Weekdays Spots/Week  Week: 10/29/12 11/04/122- 2	7-1030p <u>Rate</u> \$1,300.00	:30	NM 2	\$2,600.00
45 WISN 10/28/12 10/28/12 Sun 9-930A <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/122 2	9-930A <u>Rate</u> \$225.00	:30	NM 2	\$450.00
46 WISN 10/22/12 10/22/12 General Hospital <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	2-3pm/1-2p <u>Rate</u> \$350.00	:30	NM 1	\$350.00
47 WISN 11/06/12 11/06/12 General Hospital <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	2-3pm/1-2p <u>Rate</u> \$350.00	:30	NM 1	\$350.00
48 WISN 10/15/12 11/05/12 Late News 10PM  Start Date End Date Weekdays Spots/Week  Week: 10/15/12 10/21/12 1 1  Week: 10/22/12 10/28/12 1 1  Week: 10/29/12 11/04/12 1 1  Week: 11/05/12 11/11/12 1 1	10-1030p <u>Rate</u> \$1,600.00 \$1,600.00 \$1,600.00 \$1,600.00	:30	NM 4	\$6,400.00
49 WISN 10/15/12       11/05/12       The View         Start Date       End Date       Weekdays       Spots/Week         Week: 10/15/12       10/21/12       1       1         Week: 10/22/12       11/04/12       1       1         Week: 11/05/12       11/11/12       1       1	10-11am <u>Rate</u> \$500.00 \$500.00 \$500.00 \$500.00	:30	NM 4	\$2,000.00
50 WISN 11/06/12 11/06/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 11/05/12 11/11/12 -1 1	10-11am <u>Rate</u> \$500.00	:30	NM 1	\$500.00
51 WISN 10/15/12 11/05/12 ANDERSON COOPER  Start Date End Date Weekdays Spots/Week  Week: 10/15/12 10/21/12 1 1  Week: 10/29/12 11/04/12 1 1  Week: 11/05/12 11/11/12 1 1	M-F 11A-12P Rate \$225.00 \$225.00 \$225.00 \$225.00	:30	NM 4	\$900.00
52 WISN 10/29/12       11/05/12       3-4p         Start Date       End Date       Weekdays       Spots/Week         Week: 10/29/12       11/04/12       1       1         Week: 11/05/12       11/11/12       1       1	3-4p <u>Rate</u> \$500.00 \$500.00	:30	NM 2	\$1,000.00
53 WISN 11/06/12 11/06/12 3-4p	3-4p	:30	NM 1	\$500.00

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Contract / Revision Alt Order # 939457 / 2 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/01/12 / 10/01/12 Democratic Senatorial Ca

						Spots/				
*Line Ch Start I	Date End D	ate Description	on	Start/End Time	Days	Length Week	Rate	TypeS	Spots	Amount
Start Date Week: 11/05/12	End Date 11/11/12	<u>Weekdays</u> -1	Spots/Week	Rate				T.		
			1	\$500.00						
54 WISN 10/29/ Start Date	/12 11/05/ End Date	12 DR. OZ Weekdays	Snoto Allook	4P-5P		:30		MM	2	\$1,200.00
Week: 10/29/12	11/04/12	1	Spots/Week 1	<u>Rate</u> \$600.00						
Week: 11/05/12	11/11/12	1	. i	\$600.00						
55 WISN 10/15/	12 11/05/	12 News M-F	5p	5-530pm		:30		NM	4	\$4,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14101	4	94,000.00
Week: 10/15/12	10/21/12	1	1	\$1,000.00						
Week: 10/22/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
56 WISN 10/15/				5-6A		:30		NM	4	\$1,400.00
Start Date Week: 10/15/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$350.00						
Week: 10/29/12	11/04/12	1	1	\$350.00 \$350.00						
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08/		12 News M-F		6-630pm		:30		NINA	_	00 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		MM	5	\$6,000.00
Week: 10/08/12	10/14/12	1	1	\$1,200.00						
Week: 10/15/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12	1	1	\$1,200.00						
Week: 10/29/12	11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00						
58 WISN 10/15/		12 News M-F	6a	6-7A		:30		NM	4	\$4,000.00
<u>Start Date</u> Week: 10/15/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						
Week: 10/15/12 Week: 10/22/12	10/21/12 10/28/12	1	1	\$1,000.00				ļ		
Week: 10/22/12 Week: 10/29/12	11/04/12	1	1	\$1,000.00 \$1,000.00				l		
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06/		12 News M-F	63	6-7A		.20				24 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22/	12 11/05/	12 Entertainm	ent Tonight	630p-7pm		:30		NM	3	\$2,550.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		14141	3	<b>Φ2,550.00</b>
Week: 10/22/12	10/28/12	1	1	\$850.00						
Week: 10/29/12	11/04/12	1	1	\$850.00						
Week: 11/05/12	11/11/12	1	11	\$850.00						
61 WISN 10/08/			_	7-9a		:30		NM	5	\$5,000.00
Start Date Week: 10/08/12	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	Rate						
Week: 10/15/12	10/14/12	1	1 1	\$1,000.00 \$1,000.00						
Week: 10/13/12	10/28/12	1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
62 WISN 11/06/		2 Good Morn	ino America	7-9a		:30		NM	1	¢1 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		INIVI	I	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
								•		

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/ 10/01/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 939457 / 2	Alt Order # 06262067	
Contract Dates  0/02/12 - 11/06/12	Product DSCC-IE	Estimate # 1533	
Advertiser	Oı	iginal Date / Revision	-

Spots/

Democratic Senatorial Ca

*Line Ch Start	Line Ch Start Date End Date Description			ate End Date Description Start/End Time				Rate Type S		Amount
Start Date	End Date	Weekdays	Spots/Week	<u>Rate</u>						
63 WISN 10/15	5/12 11/05/	12 LIVE WITH	HKELLY!	9-10am		:30		NM	4	\$1,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						
Week: 10/15/12	10/21/12	1	1	\$450.00						
Week: 10/22/12	10/28/12	1	1	\$450.00						
Week: 10/29/12	11/04/12	1	1	\$450.00						
Week: 11/05/12	11/11/12	1	1	\$450.00						
						Total	S		347	\$312,450.00

10/01/12

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	246	\$222,750.00	\$189,337.50
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00
Totals	347	\$312,450.00	\$265,582.50

Signature:	Date:	
-		

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# TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

### 1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

### 2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the eamed rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

### 3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

### 4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or 'equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

### 5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

### S. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

### 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

### 8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

### 9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

- (b) The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial materials and other property furnished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in connection with broadcasts except after its prior approval.
- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, in which knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]



And:

Great American Media 1010 Wisconsin Avenue N W Suite 800 Washington, DC 20007

Alt Order# Contract / Revision 939457 06262067 1 Product DSCC-IE Contract Dates Estimate # 10/02/12 - 11/06/12 1533 Advertiser Original Date / Revision Democratic Senatorial Campaign Committee 10/03/12 / 10/03/12 Billing Cycle Billing Calendar Cash/Trade

Print Date 10/03/12

EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingto Special Handling Demographic Adults 35+ IDB# Advertiser Code Product Code 8091 53 Agency Ref Advertiser Ref

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						Spots/				
*Line Ch Start	Date End D	ate Descripti	on	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
1 WISN 10/02	/12 11/02/	12 General H	lospital	2-3pm/1-2p		:30		NM	10	\$3,500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						7-,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$350.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$350.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$350.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$350.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$350.00						
2 WISN 10/02		12 Late News	s 10PM	10-1030p		:30		NM	15	\$24,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						',000
Week: 10/01/12	10/07/12	-TWTF	2	\$1,600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$1,600.00						
Week: 10/15/12	10/21/12	-TWTF	4	\$1,600.00				I		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,600.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,600.00						
3 WISN 10/02	/12 11/02/	12 The View		10-11am		:30		NM	14	\$7,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$500.00						
4 WISN 10/02/	11/02/	12 Late News	1030PM	1030p-11p		:30		NM	5	\$4,750.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				- 1		·
Week: 10/01/12	10/07/12	-TWTF	1	\$950.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$950.00						
Week: 10/15/12	10/21/12	-TWTF	1	\$950.00						
Week: 10/22/12	10/28/12	-TWTF	1	\$950.00						
Week: 10/29/12	11/04/12	-TWTF	1	\$950.00						
5 WISN 10/02/	/12 11/02/ <sup>-</sup>	12 Nightline		11p-1130p		:30		NM	8	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				1		, ,
Week: 10/01/12	10/07/12	-TWTF	1	\$750.00						
Week: 10/08/12	10/14/12	-TWTF	1	\$750.00						
								•		

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 939457 06262067 / 3 Contract Dates Estimate # Product 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

*Line Ch Start	Date End D	Date Descripti	on	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	Spots	Amount
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>		,				
Week: 10/15/12	10/21/12	-TWTF	2	\$750.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF	2	\$750.00						
***************************************		-TWTF	2	\$750.00						
6 WISN 10/02			ON COOPER	M-F 11A-12P		:30		NM	14	\$3,150.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week 2	<u>Rate</u> \$225.00				ŀ		
Week: 10/08/12	10/14/12	-TWTF	2	\$225.00 \$225.00				- 1		
Week: 10/15/12	10/21/12	-TWTF	3	\$225.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$225.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$225.00						
7 WISN 10/09	/12 11/02/	12 THE CHE	Λ/	12P-1P		:30		- NIA	0	20.100.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		NM	8	\$2,400.00
Week: 10/08/12	10/14/12	-TWTF	2	\$300.00				ŀ		
Week: 10/15/12	10/21/12	-TWTF	2	\$300.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$300.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$300.00						
8 WISN 10/02	/12 11/02/	12 KATIE CO	URIC	M-F 2-3P		:30		NM	10	\$4,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>				,,,,,		Ψ-1,0 00.00
Week: 10/01/12	10/07/12	-TWTF	2	\$400.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$400.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$400.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$400.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$400.00						
9 WISN 10/02/		•		3-4p		:30		NM	10	\$5,000.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> <del>-</del> TWTF	Spots/Week 2	Rate						
Week: 10/01/12	10/07/12	-TWTF	2	\$500.00 \$500.00						
Week: 10/15/12	10/14/12	-TWTF	2	\$500.00						
Week: 10/22/12	10/28/12	-TWTF	2	\$500.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$500.00				ŀ		
10 WISN 10/02/			_	4P-5P		.20				
Start Date	End Date	Weekdays	Spots/Week	Rate		:30		NM	10	\$6,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$600.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$600.00						
Week: 10/15/12	10/21/12	-TWTF	2	\$600.00						
Week; 10/22/12	10/28/12	-TWTF	2	\$600.00						
Week: 10/29/12	11/04/12	-TWTF	2	\$600.00						
11 WISN 10/02/	12 11/02/1	2 News M-F	5p	5-530pm		:30		NM	14	\$14,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate					• • •	Ψ1+,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	3	\$1,000.00						
12 WISN 10/02/				5-6A		:30		NM	15	\$5,250.00
<u>Start Date</u> Week: 10/01/12	End Date	Weekdays	Spots/Week	Rate				1		
Week; 10/08/12	10/07/12 10/14/12	-TWTF -TWTF	2 3	\$350.00 \$350.00						
**************************************	10/17/12	1 W 1 1	ა	\$350.00				l		

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Notwilhslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Week: 10/15/12

Week: 10/22/12

10/21/12

10/28/12

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WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 / 3 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/03/12 Democratic Senatorial Ca / 10/03/12

time Ob Otes	D-4- E-4 D			A	_	Spots/				
		ate Descripti		Start/End Time	Days	Length Week	Rate	Type S	opots	Amount
Start Date Week: 10/15/12	End Date 10/21/12	<u>Weekdays</u> -TWTF	Spots/Week 3	<u>Rate</u> \$350.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$350.00 \$350.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$350.00						
13 WISN 10/02	/12 11/02/	12 News M-F	6p	6-630pm		:30		NM	14	\$16,800.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.00		11111	14	\$10,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,200.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,200.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	-TWTF	3	\$1,200.00						
Week: 10/22/12 Week: 10/29/12	10/28/12 11/04/12	-TWTF -TWTF	3 3	\$1,200.00						
14 WISN 10/02				\$1,200.00						
Start Date	/12 11/02/ <sup>-</sup> End Date	12 News M-F Weekdavs	Spots/Week	6-7A Rate		:30		NM	15	\$15,000.00
Week: 10/01/12	10/07/12	-TWTF	2	\$1,000.00						
Week: 10/08/12	10/14/12	-TWTF	3	\$1,000.00				1		
Week: 10/15/12	10/21/12	-TWTF	3	\$1,000.00				1		
Week: 10/22/12	10/28/12	-TWTF	3	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	4	\$1,000.00						
15 WISN 10/02			nent Tonight	630p-7pm		:30		NM	12	\$10,200.00
Start Date Week: 10/01/12	End Date 10/07/12	<u>Weekdays</u> -TWTF	Spots/Week	Rate						
Week: 10/01/12 Week: 10/08/12	10/07/12	-TWTF	2 2	\$850.00						
Week: 10/05/12	10/21/12	-TWTF	3	\$850.00 \$850.00				- 1		
Week: 10/22/12	10/28/12	-TWTF	2	\$850.00				- 1		
Week: 10/29/12	11/04/12	-TWTF	3	\$850.00						
16 WISN 10/02	/12 11/02/	12 Good Mor	ning America	7-9a		:30		NM	21	\$21,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate				1,111	21	Ψ2 1,000.00
Week: 10/01/12	10/07/12	-TWTF	3	\$1,000.00						
Week: 10/08/12 Week: 10/15/12	10/14/12	-TWTF	4	\$1,000.00						
Week: 10/13/12	10/21/12 10/28/12	-TWTF -TWTF	4 5	\$1,000.00						
Week: 10/29/12	11/04/12	-TWTF	5	\$1,000.00 \$1,000.00						
17 WISN 10/02/						.00				
Start Date	End Date	Weekdays	Spots/Week	9-10am Rate		:30		NM	14	\$6,300.00
Week: 10/01/12	10/07/12	-TWTF	2	\$450.00						
Week: 10/08/12	10/14/12	-TWTF	2	\$450.00						
Week: 10/15/12	10/21/12	-TWTF	3	\$450.00						
Week: 10/22/12	10/28/12	-TWTF	3	\$450.00				1		
Week: 10/29/12	11/04/12	-TWTF	4	\$450.00						
18 WISN 10/26/				Fri 9-10p		:30		NM	1	\$3,000.00
Start Date Week: 10/22/12	End Date 10/28/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$3,000.00						
19 WISN 10/08/		~		Prime Other		:30		NM	5	\$25,000.00
Start Date	End Date 10/14/12	<u>Weekdays</u> 1	Spots/Week	Rate				- 1		· · · · · ·
Week: 10/08/12	10/14/12	7	1	\$5,000.00						

\$5,000.00

\$5,000.00

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Week: 10/15/12

10/21/12

759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order # 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Original Date / Revision <u>Advertiser</u> 10/03/12 / 10/03/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	0. 45 17	Spots/		
	Start/End Time	Days Length Week Rate	Type Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Spot Ch</u> <u>Date Range</u> <u>Description</u>	Rate	10/a ativilaria di avvilla di But	_	
3 W/SN 10/22/12-10/28/12 Dancing	Start/End Time Prime Other	Weekdays Length Rate	<u>Type</u>	
See MG 19.6	rinne Outer	M: :30 \$5,000.00	NM	
6 WISN 10/22/12-10/28/12 Dancing	Mon 7-8p	M: :30 \$5,000.00	NM	
⊕ MG for 19.3 10/22		.50 \$5,000.00	(Alv)	
Week; 10/29/12 11/04/12 1 1	\$5,000.00			
Week: 11/05/12 11/11/12 1 1	\$5,000.00			
20 WISN 10/22/12 10/29/12 Castle	Mon 9-10p	:30	NM 1	\$4,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			Ψ1,000.00
Week: 10/22/12 10/28/12 1 1	\$4,000.00			
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u>	<u>Type</u>	
1 WISN 10/22/12-10/28/12 Castle Credited	Mon 9-10p	M <b></b> :30 <i>\$4,000.00</i>	NM	
Week: 10/29/12 11/04/12 1 1	\$4,000.00		İ	
	*******			
21 WISN 10/06/12 11/03/12 Late News Sa 10pm <u>Start Date</u> <u>End Date</u> Weekdays Spots/Week	10-1035p	:30	NM 5	\$3,000.00
Week: 10/01/12 10/07/121- 1	<u>Rate</u> \$600.00			
Week: 10/08/12 10/14/121- 1	\$600.00			
Week: 10/15/12 10/21/121- 1	\$600.00		Ĭ	
Week: 10/22/12 10/28/121- 1	\$600.00			
Week: 10/29/12 11/04/121- 1	\$600.00			
22 WISN 10/13/12 10/13/12 College Football Game #2	230p-6p	:30	 NM 1	\$6,500.00
Start Date End Date Weekdays Spots/Week	Rate		' ' '	\$0,500.00
Week: 10/08/12 10/14/121- 1	\$6,500.00			
23 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	\$2,500.00
Start Date End Date Weekdays Spots/Week Week: 10/01/12 10/07/121- 1	Rate			1-,000.00
	\$500.00		ļ	
Week: 10/08/12 10/14/121- 1 Week: 10/15/12 10/21/121- 1	\$500.00			
Week: 10/22/12 10/28/121- 1	\$500.00			
Week: 10/29/12 11/04/121- 1	\$500.00 \$500.00			
24 WISN 10/13/12 11/03/12 Sa 458-6a				
Start Date End Date Weekdays Spots/Week	456-6AM	:30	NM 4	\$800.00
Week: 10/08/12 10/14/121- 1	<u>Rate</u> \$200.00			
Week: 10/15/12 10/21/121- 1	\$200.00			
Week: 10/22/12 10/28/121- 1	\$200.00			
Week: 10/29/12 11/04/121- 1	\$200.00			
25 WISN 10/06/12 11/03/12 News Sa 6p-630p	6-630pm	:30	NM 5	¢3 500 00
Start Date End Date Weekdays Spots/Week	Rate	.00	14101	\$3,500.00
Week: 10/01/12 10/07/121- 1	\$700.00			
Week: 10/08/12 10/14/121- 1	\$700.00			
Week: 10/15/12 10/21/121- 1	\$700.00			
Week: 10/22/12 10/28/121- 1	\$700.00			
Week: 10/29/12 11/04/121- 1	\$700.00			
26 WISN 10/06/12 11/03/12 Sat GMA	6-7a	:30	NM 5	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/121- 1	Rate			•
Week: 10/08/12 10/14/121- 1	\$600.00 \$600.00			
THE PROPERTY OF THE PARTY OF TH	φουυ.υυ			

\$600.00

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Hearst television inc. does not discriminate in the sale of advertising and will accept a station.

HearsI television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 939457 1 06262067 Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision Democratic Senatorial Ca 10/03/12 / 10/03/12

Signt Pate   End Date   End Date   Sociation   Socia							Spots/				
Week   19/221/2   17/041/2		Date End D	ate Description	n	Start/End Time	Days	Length Week	Rate	Type S	pots	Amount
Week: 1076/12   11/04/12  1   1   5500.00     2   51.000.00				Spots/Week				***************************************		•	
27   WISM 10/2012   1103/12   SA 630-7p   Spots/Week   Rate   S00,00   S0			_	1					- 1		
Start Date   Find Date   Weekdays   SpotsWeek   Spots   Spot		***************************************		1	\$600.00						
Satt Date   Full Use   Color			•	_	630p-7p		:30	7111111	NM	2	\$1,000.00
Week: 1002/1/2   1002/812     1   5500.00				Spots/Week							,
Week: 10/29/12   11/04/12			T-	1							
28 WISN 10/13/12 10/27/12 Sat 630-7p Start Date Find Date Weekdays Sobs/Week 10/15/12 10/27/12	_		1_								
Start Date   End Date   Weekdays   SpotsWeek   Rate   St.	***************************************			I							
Week: 10/08/12   10/14/12				SpotoMicale	•		:30		NM	2	\$2,000.00
Week: 1015/12   10/21/12									ı		
Week: 1072/12   107288/12   107288/12   107288/12   107288/12   107288/12   107288/12   107288/12	Week: 10/15/12			ò							
29   WISN   10/06/12   10/20/12   ABC Prime College Footbal   7-1030p   30   NM   3   \$3,000.00	Week: 10/22/12	10/28/12	1-	1							
Start Date   Meek deadys   Spots/Week   St.	29 WISN 10/06	/12 10/20/	12 ABC Prime	College Footbal			.20				
Week: 10/01/12   10/07/12  1   1   \$1,000.00     Week: 10/15/12   10/21/12  2   2   \$1,000.00     Week: 10/15/12   11/03/12   11/03/12   News Sat 7-9a   7-9am   :30   NM   4   \$1,800.00     Start Date   End Date   Weekdays   Spots/Week   Week: 10/15/12   10/21/12  1   1   \$450.00     Week: 10/15/12   10/21/12  1   1   \$450.00     Week: 10/15/12   11/04/12  1   1   \$450.00     Week: 10/15/12   11/04/12   Late News 10pm   10p-1030p   :30   NM   5   \$8,000.00     Start Date   End Date   Weekdays   Spots/Week   Rate   Week: 10/15/12   10/21/12  1   1   \$1,600.00     Week: 10/15/12   10/21/12  1   1   \$1,600.00     Week: 10/15/12   10/21/12  1   1   \$1,600.00     Week: 10/15/12   10/21/12   Late News SU 1030PM   1030p-11p   :30   NM   4   \$3,800.00     Week: 10/15/12   10/21/12   Late News SU 1030PM   1030p-11p   :30   NM   4   \$3,800.00     Week: 10/15/12   10/21/12   Late News SU 1030PM   1030p-11p   :30   NM   4   \$3,800.00     Week: 10/15/12   10/21/12   Late News SU 1030PM   1030p-11p   :30   NM   4   \$3,800.00     Week: 10/15/12   10/21/12   Late News SU 1030PM   1030p-11p   :30   NM   4   \$3,800.00     Week: 10/15/12   10/21/12   Late News SU 1030PM   1030p-11p   :30   NM   4   \$3,800.00     Week: 10/15/12   10/21/12   Late News SU 1030PM   1030p-11p   :30   NM   4   \$3,800.00     Week: 10/15/12   10/21/12   Late News SU 1030PM   1030p-11p   :30   NM   4   \$3,800.00     Week: 10/15/12   10/21/12   Late News SU 1030PM   1030p-11p   :30   NM   4   \$3,800.00     Week: 10/15/12   10/21/12   Late News SU 1030PM   1030p-11p   :30   NM   4   \$3,800.00     Week: 10/15/12   10/21/12   Late News SU 1030PM   1030p-11p   :30   NM   4   \$3,800.00     Week: 10/15/12   10/21/12   Late News SU 1030PM   1030p-11p   :30   NM   4   \$3,800.00     Week: 10/15/12   10/21/12   Su 48-6a   458-6AM   :30   NM   4   \$8,00.00     Week: 10/15/12   10/21/12   11/04/12   Su 48-6a   458-6AM   :30   NM   5   \$2,500.00     Week: 10/15/12   10/14/12   New SU 1050pm   530-6p   :30   NM   5   \$2,							.30		NM	3	\$3,000.00
Week: 10/15/12   10/14/12   10/	Week: 10/01/12	-									
30 WISN 10/13/12 11/03/12 News Sat 7-9a		10/14/12		0							
Start Date   End Date   Weekdays   Spots/Week   \$450.00	Week: 10/15/12	10/21/12	2-	2	\$1,000.00						
Start Date   Section   S	30 WISN 10/13	/12 11/03/1	2 News Sat 7	-9a	7-9am	*******	·30		MIA	4	¢1 000 00
Week: 10/15/12   10/21/12  1   1   \$450.00		End Date					.00		INIV	4	\$1,000.00
Week: 10/22/12   10/28/12  1   1			_	1	\$450.00				l		
Week: 10/29/12		_	_	1							
31 WISN 10/07/12 11/04/12 Late News 10pm 10p-1030p :30 NM 5 \$8,000.00      Start Date   End Date   10/07/12   10/07/12   10/104/12   10/07/12   10/104				1							
Start Date   End Date   Weekdays   Spots/Week   St.600.00   Week: 10/07/12   10/07/12   1   1   \$1,600.00   Week: 10/08/12   10/14/12  1   1   \$1,600.00   Week: 10/08/12   10/14/12  1   1   \$1,600.00   Week: 10/02/12   10/28/12  1   1   \$1,600.00   Week: 10/08/12   11/04/12  1   1   \$1,600.00   Week: 10/08/12   10/14/12   Late News SU 1030PM   Rate   Week: 10/08/12   10/14/12  1   1   \$950.00   Week: 10/14/12   10/14/12  1   1   \$950.00   Week: 10/14/12   11/04/12  1   1   \$950.00   Week: 10/14/12   11/04/12  1   1   \$950.00   Week: 10/08/12   11/04/12  1   1   \$950.00   Week: 10/08/12   10/14/12   11/04/12   SU 458-6a   458-6AM   30   NM   4   \$800.00   Week: 10/08/12   10/14/12   10/14/12  1   1   \$200.00   Week: 10/08/12   10/14/12  1   1   \$200.00   Week: 10/15/12   10/14/12  1   1   \$200.00   Week: 10/29/12   11/04/12  1   1   \$200.00   Week: 10/29/12   11/04/12   News Sun 530pm   530-6p   30   NM   5   \$2,500.00   Start Date   End Date   Meekdays   Spots/Week   Rate   Rate   Start Date   End Date   Meekdays   Spots/Week   Rate   Start Date   End Date   Meekdays   Spots/Week   Rate   Start Date   End Date   Meekdays   Spots/Week   Rate   Start Date   End Date   Meekdays   Spots/Week   Rate   Start Date   End Date   Start Date   Start Date   End Date   Start Date				•	\$450.00						
Start Date   End Date   Weekdays   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Rate   Spots/Week   Spots/Week   Rate   Spots/Week   Spots	_			•	10p-1030p		:30		NM	5	\$8,000,00
Week: 10/08/12   10/14/12  1   1   \$1,600.00     Week: 10/15/12   10/21/12  1   1   \$1,600.00     Week: 10/22/12   10/28/12  1   1   \$1,600.00     Week: 10/22/12   11/04/12  1   1   \$1,600.00     Week: 10/29/12   11/04/12   11/04/12   Late News SU 1030PM   1030P-11p   :30   NM   4   \$3,800.00     Start Date   End Date   Weekdays   Spots/Week   Rate   Rate   10/08/12   10/14/12  1   1   \$950.00     Week: 10/15/12   10/21/12  1   1   \$950.00     Week: 10/15/12   10/21/12  1   1   \$950.00     Week: 10/29/12   11/04/12   Su 458-6a   458-6AM   :30   NM   4   \$800.00     Start Date   End Date   Weekdays   Spots/Week   Rate   S200.00     Week: 10/16/12   10/14/12  1   1   \$200.00     Week: 10/16/12   10/21/12   News Sun 530pm   530-6p   :30   NM   5   \$2,500.00     Week: 10/01/12   10/07/12   11/04/12  1   1   \$500.00     Week: 10/08/12   10/07/12  1   1   \$500.00     Week: 10/08/12   10/07/12  1   1   \$500.00     Week: 10/08/12   10/14/12  1   1   \$500.00				Spots/Week							44,500.00
Week: 10/15/12   10/21/12   10/28/12   10/28/12   10/28/12   10/28/12   11/04/12   11/			_	1							
Week: 10/22/12   10/28/12  1   1   \$1,600.00			_	1	•						
Week: 10/29/12			_	1							
32 WISN 10/14/12 11/04/12 Late News SU 1030PM 1030p-11p :30 NM 4 \$3,800.00    Start Date Week: 10/08/12 10/14/121 1 \$950.00    Week: 10/15/12 10/21/121 1 \$950.00    Week: 10/22/12 10/28/121 1 \$950.00    Week: 10/29/12 11/04/121 1 \$950.00    Week: 10/29/12 11/04/121 1 \$950.00    Week: 10/29/12 11/04/12 5u 458-6a			-	1	•						
Start Date   End Date   Weekdays   Spots/Week   Rate   Spots/Week   Spots/Week   Rate   Spots/Week   Spots/Week   Spots/Week   Spots/Week   Spots/Week   Spots/Week   Spots/Week   Spots/Week   Spots/Week   Spots/Week   Spots/Week   Spots/Week   Spots/Week   Spots/Week   Spots/Week   Spots/Week   Spots/Week   Spots/Week   Spots/Week   Spots/Wee								··			
Week: 10/08/12       10/14/12      1       1       \$950.00         Week: 10/15/12       10/21/12      1       1       \$950.00         Week: 10/22/12       10/28/12      1       1       \$950.00         Week: 10/29/12       11/04/12      1       1       \$950.00         33 WISN 10/14/12 11/04/12 5 U 458-6a       458-6AM       :30       NM       4       \$800.00         Start Date Week: 10/08/12       End Date 10/14/12       Weekdays Spots/Week Rate 10/15/12       Rate 10/15/12       10/14/12      1       1       \$200.00         Week: 10/22/12       10/28/12      1       1       \$200.00       1       1       \$200.00       1         Week: 10/29/12       11/04/12       News Sun 530pm 530-6p       :30       NM       5       \$2,500.00         Week: 10/09/12 11/04/12 News Sun 530pm 530-6p       :30       NM       5       \$2,500.00         Week: 10/01/12 10/07/12 10/07/12 10/07/12 10/07/12 11 1 1 \$500.00       Sooloo       1       \$2,500.00         Week: 10/15/12 10/14/121 1 1 \$500.00       1       \$500.00       1					, .		:30		NM	4	\$3,800.00
Week: 10/15/12       10/21/12      1       1       \$950.00         Week: 10/22/12       10/28/12      1       1       \$950.00         Week: 10/29/12       11/04/12      1       1       \$950.00         33 WISN 10/14/12 11/04/12 Su 458-6a       458-6AM       :30       NM       4       \$800.00         Start Date Week 10/08/12       End Date 10/14/12       Weekdays Spots/Week 200.00       Rate 200.00         Week: 10/15/12       10/21/12      1       1       \$200.00         Week: 10/29/12       11/04/12      1       1       \$200.00         Week: 10/29/12       11/04/12       News Sun 530pm 530-6p       :30       NM       5       \$2,500.00         Start Date End Date Weekdays Spots/Week Week: 10/07/12       Rate 70/07/12       \$500.00       Rate 800.00       NM       5       \$2,500.00         Week: 10/08/12       10/14/12      1       1       \$500.00       S500.00       NM       5       \$2,500.00         Week: 10/15/12       10/21/12      1       1       \$500.00       NM       5       \$2,500.00				<u>50003744eek</u> 1							
Week: 10/22/12 blogs/li>       10/28/12 closes      1 closes       1 systo.00         Week: 10/29/12 closes       11/04/12 closes       458-6AM closes       30 closes         Start Date Start Date Week closes       End Date Date Week closes       Week closes       Spots/Week closes       Rate Rate Rate Scool on the Scool on closes         Week: 10/15/12 closes       10/21/12 closes       1 scool on closes       1 scool on closes         Week: 10/22/12 closes       10/28/12 closes       1 scool on closes       1 scool on closes         Week: 10/29/12 closes       11/04/12 closes       1 scool on closes       1 scool on closes         Week: 10/07/12 closes       11/04/12 closes       Noted closes       Noted closes         Week: 10/07/12 closes       10/07/12 closes       Spots/Week Rate Scool on closes         Week: 10/07/12 closes       10/07/12 closes       1 closes         Week: 10/08/12 closes       10/14/12 closes       1 closes         Week: 10/15/12 closes       10/21/12 closes       1 closes         Week: 10/15/12 closes       10/21/12 closes       1 closes         Week: 10/15/12 closes       10/21/12 closes       1 closes         Week: 10/15/12 closes       1 closes       1 closes         Week: 10/15/12 closes       1 closes       1 closes         Week:	Week: 10/15/12	10/21/12	1	1							
Week: 10/29/12       11/04/12      1       1       \$950.00         33       WISN 10/14/12       11/04/12       Su 458-6a       458-6AM       :30       NM       4       \$800.00         Start Date       End Date       Weekdays       Spots/Week       Rate         Week: 10/08/12       10/14/12      1       1       \$200.00         Week: 10/22/12       10/28/12      1       1       \$200.00         Week: 10/29/12       11/04/12      1       1       \$200.00         34       WISN 10/07/12       11/04/12       News Sun 530pm       530-6p       :30       NM       5       \$2,500.00         Week: 10/07/12       End Date       Weekdays       Spots/Week       Rate       Rate       NM       5       \$2,500.00         Week: 10/08/12       10/14/12      1       1       \$500.00       NM       5       \$2,500.00         Week: 10/15/12       10/21/12      1       1       \$500.00       NM       5       \$2,500.00	Week: 10/22/12	10/28/12	1	1							
Start Date   End Date   Weekdays   Spots/Week   Rate	Week: 10/29/12	11/04/12	1	1	\$950.00						
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/08/12         10/14/12        1         1         \$200.00           Week: 10/15/12         10/21/12        1         1         \$200.00           Week: 10/22/12         10/28/12        1         1         \$200.00           Week: 10/29/12         11/04/12        1         1         \$200.00           34 WISN 10/07/12         11/04/12         News Sun 530pm         530-6p         :30         NM         5         \$2,500.00           Start Date         End Date         Weekdays         Spots/Week         Rate         Rate         Week: 10/01/12         10/07/12        1         1         \$500.00           Week: 10/08/12         10/14/12        1         1         \$500.00         \$500.00           Week: 10/15/12         10/21/12        1         1         \$500.00	33 WISN 10/14/	12 11/04/1	2 Su 458-6a		458-6AM		-30		NAA	4	\$000.00
Week: 10/08/12       10/14/12      1       1       \$200.00         Week: 10/15/12       10/21/12      1       1       \$200.00         Week: 10/22/12       10/28/12      1       1       \$200.00         Week: 10/29/12       11/04/12      1       1       \$200.00         34 WISN 10/07/12       11/04/12       News Sun 530pm       530-6p       :30       NM       5       \$2,500.00         Start Date Week: 10/01/12       End Date Weekdays Spots/Week Week: 10/07/12       Rate Sto0.00       8500.00       Week: 10/08/12       10/14/12      1       1       \$500.00         Week: 10/08/12       10/14/12      1       1       \$500.00         Week: 10/15/12       10/21/12      1       1       \$500.00		End Date	Weekdays	Spots/Week			.00		1,4161	4	\$00.000
Week: 10/22/12       10/28/12      1       1       \$200.00         Week: 10/29/12       11/04/12      1       1       \$200.00         34 WISN 10/07/12       11/04/12       News Sun 530pm       530-6p       :30       NM       5       \$2,500.00         Start Date Week: 10/01/12       End Date 10/07/12       Weekdays Spots/Week 500.00       Rate 500.00       \$500.00         Week: 10/08/12       10/14/12      1       1       \$500.00         Week: 10/15/12       10/21/12      1       1       \$500.00			1	1							
Week: 10/29/12       11/04/12      1       1       \$200.00         34 WISN 10/07/12       11/04/12       News Sun 530pm       530-6p       :30       NM       5       \$2,500.00         Start Date Week: 10/01/12       End Date 10/07/12       Weekdays Spots/Week 500.00       Rate 500.00         Week: 10/08/12       10/14/12      1       1       \$500.00         Week: 10/15/12       10/21/12      1       1       \$500.00         Week: 10/15/12       10/21/12      1       1       \$500.00			1	1	\$200.00						
34 WISN 10/07/12 11/04/12 News Sun 530pm 530-6p :30 NM 5 \$2,500.00  Start Date   End Date   Weekdays   Spots/Week   Rate   Week: 10/01/12 10/07/121 1 \$500.00  Week: 10/08/12 10/14/121 1 \$500.00  Week: 10/15/12 10/21/121 1 \$500.00			·	1	\$200.00						
Start Date         End Date         Weekdays         Spots/Week         Rate           Week; 10/01/12         10/07/12        1         1         \$500.00           Week: 10/08/12         10/14/12        1         1         \$500.00           Week: 10/15/12         10/21/12        1         1         \$500.00			1	11	\$200.00				- 1		
Start Date         End Date         Weekdays         Spots/Week         Rate           Week: 10/01/12         10/07/12        1         1         \$500.00           Week: 10/08/12         10/14/12        1         1         \$500.00           Week: 10/15/12         10/21/12        1         1         \$500.00				•	530-6p		:30	***************************************	NM	5	\$2,500.00
Week: 10/08/12				Spots/Week						-	7= 000.00
Week: 10/15/12 10/21/121 1 \$500.00				1							
W1, 40,0046 40,0046				1							
1 \$500.00			_	1							
· · · · · · · · · · · · · · · · · · ·	1100K. 10/22/12	10/20/12	<b>-</b> T	I	90.00C				l		

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

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Contract / Revision Alt Order# 939457 06262067 Contract Dates Product Estimate #

10/02/12 - 11/06/12 DSCC-IE 1533 Advertiser

Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rai	e TypeS	pots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/29/12 11/04/121 1	<u>Rate</u> \$500.00				
35 WISN 10/07/12 11/04/12 Sun GMA	6-7a	:30	NM	-	00 000 00
Start Date End Date Weekdays Spots/Week	Rate	.50	IAIAI	5	\$2,000.00
Week: 10/01/12 10/07/121 1	\$400.00				
Week: 10/08/12 10/14/121 1	\$400.00				
Week: 10/15/12 10/21/121 1	\$400.00				
Week: 10/22/12 10/28/121 1	\$400.00				
Week: 10/29/12 11/04/121 1	\$400.00				
36 WISN 10/21/12 10/21/12 Once	Sun 7-8p	:30	NM	1	\$2,500.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/121 1	<u>Rate</u> \$2,500.00		1		
37 WISN 10/07/12 11/04/12 News Sun 7-9a		.00		_	
Start Date End Date Weekdays Spots/Week	7-9am Rate	:30	NM	5	\$2,000.00
Week: 10/01/12 10/07/121 1	\$400.00				
Week: 10/08/12 10/14/121 1	\$400.00		1		
Week: 10/15/12 10/21/121 1	\$400.00				
Week: 10/22/12 10/28/121 1	\$400.00				
Week: 10/29/12 11/04/121 1	\$400.00				
38 WISN 10/14/12 11/04/12 This Week With George Ste	p930-1030am	:30	NM	2	\$2,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>			_	4=,000.00
Week: 10/08/12 10/14/121 1	\$1,000.00				
Week: 10/15/12 10/21/12 0 Week: 10/22/12 10/28/12 0	\$0.00				
Week: 10/22/12 10/28/12 0 Week: 10/29/12 11/04/121 1	\$0.00				
	\$1,000.00				
39 WISN 10/09/12 10/23/12 DanceResults Start Date End Date Weekdays Spots/Week	Tue 7-8p	:30	NM	2	\$10,000.00
Week: 10/08/12 10/14/12 -1 1	<u>Rate</u> \$5,000.00				
Week: 10/15/12 10/21/12 0	\$0.00				
Week: 10/22/12 10/28/12 -1 1	\$5,000.00				
40 WISN 10/02/12 10/09/12 HappyEnd	Tue 8-9p	:30	NM	2	\$5,000.00
Start Date End Date Weekdays Spots/Week	Rate		14181	2	φ5,000.00
Week: 10/01/12 10/07/12 -1 1	\$2,500.00				
Spot Ch Date Range Description	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rat</u>	<u>е Туре</u>		
1 W/SN 10/01/12-10/07/12 HappyEnd	Tue 8-9p	-Tu- <b></b> :30 \$ <del>2,500.0</del>	9 NM		
See MG 40.3 3 WISN 10/01/12-10/07/12 DWTS Results	Tuo 9.0-	T:: 00 00 00 00			
⊕ See MG 40.4	Tue 8-9p	-Tu :30 \$2 <del>,500.0</del>	9 NM		
4 WISN 10/01/12-10/07/12 DWTS	Tue 7-8p	-Tu :30 \$2,500.0	D NM		
® MG for 40.3 10/02		14 .50 \$2,500.0	7 14141		
Week: 10/08/12 10/14/12 -1 1	\$2,500.00				
41 WISN 10/02/12 10/30/12 PrivatePractice	Tue 9-10p	:30	NM	2	\$4,400.00
Start Date End Date Weekdays Spots/Week	Rate	1-1		_	Ψ+,-του.ου
Week: 10/01/12 10/07/12 -1 1	\$2,200.00				
Week: 10/08/12 10/14/12 0	\$0.00		1		
Week: 10/15/12	\$2,200.00	Marie III			
Spot Ch Date Range Description 2 WISN 10/15/12-10/21/12 PrivatePractice	Start/End Time	Weekdays Length Rat			
Credited Private Private Credited	Tue 9-10p	-Tu :30 <del>\$2,200.0</del>	9 NM		
Week: 10/22/12 10/28/12 0	\$0.00				
•			1		

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Contract / Revision Alt Order# 939457 / 3 06262067 Contract Dates Product Estimate#

<u>Advertiser</u> Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

DSCC-IE

10/02/12 - 11/06/12

		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 10/29/12         11/04/12         -1         1	<u>Rate</u> \$2,200.00			
42 WISN 10/16/12 10/30/12 HappyEnd	Tue 8-9p	:30	NM :	2 \$6,000.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		1	2 \$0,000.00
Week: 10/15/12 10/21/12 -1 1	\$3,000.00			
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Type</u>	
1 WISN 10/15/12-10/21/12 HappyEnd Credited	Tue 8-9p	-Tu :30 \$3,000.00	NM	
Week: 10/22/12 10/28/12 <b>-</b> 1 1	\$3,000.00			
Week: 10/29/12 11/04/12 -1 1	\$3,000.00			
43 WISN 10/27/12 10/27/12 College Football Game #2	230p-6p	:30		
Start Date End Date Weekdays Spots/Week	Rate	.30	NM	1 \$7,000.00
Week: 10/22/12 10/28/121 1	\$7,000.00			
44 WISN 11/03/12 11/03/12 ABC Prime College Footbal	7-1030p	:30	NM	2 \$2,600.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		, , , , ,	Σ,000.00
Week: 10/29/12 11/04/122- 2	\$1,300.00			
45 WISN 10/28/12 10/28/12 Sun 9-930A	9-930A	:30	NM :	2 \$450.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12        2         2	Rate		ŀ	
	\$225.00			
46 WISN 10/22/12 10/22/12 General Hospital Start Date End Date Weekdays Spots/Week	2-3pm/1-2p	:30	NM ·	1 \$350.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	<u>Rate</u> \$350.00			
47 WISN 11/06/12 11/06/12 General Hospital	2-3pm/1-2p	.20		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM ·	1 \$350.00
Week: 11/05/12 11/11/12 -1 1	\$350.00			
48 WISN 10/15/12 11/05/12 Late News 10PM	10-1030p	:30	NM 4	4 \$6,400.00
Start Date End Date Weekdays Spots/Week	<u>Rate</u>		, ,,,,,	Ψο, που.ου
Week: 10/15/12 10/21/12 1 1	\$1,600.00			
Week: 10/22/12	\$1,600.00			
Week: 10/29/12	\$1,600.00			
	\$1,600.00			
49 WISN 10/15/12 11/05/12 The View Start Date End Date Weekdays Spots/Week	10-11am	:30	NM 4	\$2,000.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/15/1210/21/1211	<u>Rate</u> \$500.00			
Week: 10/22/12 10/28/12 1 1	\$500.00			
Week: 10/29/12 11/04/12 1 1	\$500.00			
Week: 11/05/12 11/11/12 1 1	\$500.00			
50 WISN 11/06/12 11/06/12 The View	10-11am	:30	NM ·	1 \$500.00
Start Date End Date Weekdays Spots/Week	Rate	.00	(****)	3500.00
Week: 11/05/12 11/11/12 -1 1	\$500.00			
51 WISN 10/15/12 11/05/12 ANDERSON COOPER	M-F 11A-12P	:30	NM 4	\$900.00
Start Date End Date Weekdays Spots/Week	Rate			, <del>-</del>
Week: 10/15/12	\$225.00			
Week: 10/29/12 11/04/12 1 1	\$225.00 \$225.00		i	
Week: 11/05/12 11/11/12 1 1	\$225.00 \$225.00			
52 WISN 10/29/12 11/05/12 3-4p	3-4p	-20	<del></del>	
Start Date End Date Weekdays Spots/Week	3-4p Rate	:30	NM 2	\$1,000.00
Week: 10/29/12 11/04/12 1 1	\$500.00			
			1	

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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

Specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 939457 / 3 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

<u>Advertiser</u> Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

*Line Ch Start	Date End D	Date Description	on	Start/End Time	Days	Spots/ Length Week	Rate	TypeS	pots	Amount
<u>Start Date</u> Week; 11/05/12	End Date 11/11/12	<u>Weekdays</u> 1 <b></b>	<u>Spots/Week</u> 1	<u>Rate</u> \$500.00						
53 WISN 11/06	/12 11/06/	12 3-4p		3-4p		:30		NM	1	\$500.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>						Ψ500.00
Week: 11/05/12	11/11/12	-1	1	\$500.00				i		
54 WISN 10/29				4P-5P		:30		NM	2	\$1,200.00
Start Date Week: 10/29/12	End Date	<u>Weekdays</u>	Spots/Week	Rate						·
Week: 11/05/12	11/04/12 11/11/12	1 1	1	\$600.00 \$600.00						
		<del></del>	•							
55 WISN 10/15 Start Date	/12 11/05/ End Date	12 News M-F Weekdays	Spots/Week	5-530pm		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	<u>30013/44eek</u> 1	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/28/12	1	i	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00				ł		
56 WISN 10/15	/12 11/05/	12 News M-F	5a	5-6A		:30	<del></del> -	NM	4	£4 400 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.30		IVIVI	4	\$1,400.00
Week: 10/15/12	10/21/12	1	1	\$350.00						
Week: 10/22/12	10/28/12	1	1	\$350.00				1		
Week: 10/29/12	11/04/12	1	1	\$350.00				1		
Week: 11/05/12	11/11/12	1	1	\$350.00						
57 WISN 10/08	/12 11/05/	12 News M-F	6p	6-630pm	-	:30		NM	5	\$6,000.00
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate						4-,000.00
Week: 10/08/12	10/14/12	1	1	\$1,200.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$1,200.00						
Week: 10/22/12	10/28/12 11/04/12	1	1	\$1,200.00						
Week: 11/05/12	11/11/12	1	1	\$1,200.00 \$1,200.00						
		_	<u>'</u>			_				
58 WISN 10/15/ Start Date	/12 11/05/ End Date	12 News M-F Weekdays	ba Spots/Week	6-7A		:30		NM	4	\$4,000.00
Week: 10/15/12	10/21/12	1	Spois/veek 1	<u>Rate</u> \$1,000.00						
Week: 10/22/12	10/28/12	_ 1	1	\$1,000.00						
Week: 10/29/12	11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/11/12	1	1	\$1,000.00						
59 WISN 11/06/	12 11/06/	12 News M-F		6-7A		:30		NINA	4	M4 000 00
Start Date	End Date	Weekdays	Spots/Week	Rate		.50		NM	1	\$1,000.00
Week: 11/05/12	11/11/12	-1	1	\$1,000.00						
60 WISN 10/22/	12 11/05/	12 Entertainm	ent Tonight	630p-7pm		:30	***************************************	NM	3	\$2,550.00
Start Date	End Date	Weekdays	Spots/Week	Rate		.00		1.4141	J	φ <b>2</b> ,550.00
Week: 10/22/12	10/28/12	1	1	\$850.00						
Week: 10/29/12	11/04/12	1	1	\$850.00				İ		
Week: 11/05/12	11/11/12	1	1	\$850.00						
61 WISN 10/08/			ing America	7-9a		:30		NM	5	\$5,000.00
Start Date	End Date	Weekdays	Spots/Week	Rate						. ,
Week: 10/08/12	10/14/12	1	1	\$1,000.00						
Week: 10/15/12 Week: 10/22/12	10/21/12	1	1	\$1,000.00						
Week: 10/29/12	10/28/12 11/04/12	1	1	\$1,000.00						
Week: 11/05/12	11/14/12	1 1	1	\$1,000.00						
Week. 11/05/12	11/11/12	T	1	\$1,000.00				1		

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Contract / Revision Alt Order# 939457 06262067

Contract Dates Product Estimate # 10/02/12 - 11/06/12 DSCC-IE 1533

Advertiser Original Date / Revision 10/03/12 / 10/03/12 Democratic Senatorial Ca

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amauni
Start Date End Date Weekdays Spots/Week	Rate	Days Length Week Itale	Type Spots	Amount
62 WISN 11/06/12 11/06/12 Good Morning America  Start Date End Date Weekdays Spots/Week Week: 11/05/12 11/11/12 -1 1	7-9a <u>Rate</u> \$1,000.00	:30	NM 1	\$1,000.00
63 WISN 10/15/12 11/05/12 LIVE WITH KELLY!  Start Date End Date Weekdays Spots/Week  Week: 10/15/12 10/21/12 1 1  Week: 10/22/12 10/28/12 1 1  Week: 10/29/12 11/04/12 1 1  Week: 11/05/12 11/11/12 1 1	9-10am Rate \$450.00 \$450.00 \$450.00 \$450.00	:30	NM 4	<b>\$1</b> ,800.00
N 64 WISN 10/06/12         10/06/12         PostBadger           Start Date         End Date         Weekdays         Spots/Week           Week: 10/01/12         10/07/12        S-         1	PostBadger <u>Rate</u> \$1,000.00	:30	NM 1	\$1,000.00
N 65 WISN 10/06/12 10/06/12 BIG 12 BadgerPost  Start Date End Date Weekdays Spots/Week  Week: 10/01/12 10/07/12S- 1	630-7p, 6-630p <u>Rate</u> \$1,500.00	:30	NM 1	\$1,500.00
N 66 WISN 10/04/12 10/04/12 LastResort  Start Date	T <b>h</b> u 7-8p <u>Rate</u> \$3,000.00	;30	NM 1	\$3,000.00
N 67 WISN 10/04/12 10/05/12 News M-F 5a <u>Start Date End Date Weekdays Spots/Week</u> Week: 10/01/12 10/07/12TF 1	5-6A <u>Rate</u> \$350.00	:30	NM 1	\$350.00
N 68 WISN 10/06/12 10/06/12 Sa 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S- 1	456-6AM <u>Rate</u> \$250.00	:30	<b>N</b> M 1	\$250.00
N 69 WISN 10/07/12 10/07/12 Su 458-6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12S 1	458-6AM <u>Rate</u> \$200.00	:30	NM 1	\$200.00
N 70 WISN 10/04/12 10/05/12 KATIE COURIC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 2	M-F 2-3P <u>Rate</u> \$400.00	:30	NM 2	\$800.00
N 71 WISN 10/04/12 10/05/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/01/12 10/07/12TF 1	11p-1130p <u>Rate</u> \$1,500.00	:30	NM 1	\$1,500.00
N 72 WISN 10/06/12 10/06/12 INSIDE THE HUDDLE  Start Date	INSIDE HUD 1035 <u>Rate</u> \$250.00	30	<b>N</b> M 1	\$250.00
		Totals	357	\$321,300.00

Time Period	# of Spots	Gross Amount	Net Amount		
10/01/12 -10/28/12	256	\$231,600.00	\$196,860.00		
10/29/12 -11/06/12	101	\$89,700.00	\$76,245.00		
Totals	357	\$321,300.00	\$273,105.00		

Signature: Date:
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	939457	<u> </u>	<u>оп</u> 3	06262067
Contract Dates 10/02/12 - 11/06/12	Product DSCC-IE			<u>Estimate #</u> 1533
Advertiser Democratic Senatorial Ca			<u>Original Date / Revision</u> 10/03/12 / 10/03/12	

# TERMS ANO STANDARO CONOITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

### 1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

### 2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

### 3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

### 4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

### 5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

### 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

### 8. CONSEQUENTIAL OAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

### 9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b) The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial
materials and other property furnished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts except after its prior approval.

(c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.

(d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.

(e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]